

CASE STUDY

PROVING NEWSPAPERS WORK : TARGETING BUSINESS-TO-BUSINESS

The Challenge

To highlight that Grand & Toy is helping businesses become more environmentally responsible.

The Objective

Grand & Toy wanted to demonstrate that it is making efforts to become more environmentally responsible. In addition to its next day service (if delivery is “mission critical”), their customers are now given the option to move to 48-hour delivery. This will allow Grand & Toy to shorten delivery routes and thereby lower the company’s overall carbon footprint.

The Plan

To reach the businesses that it supplies, print including newspaper and online communication were chosen. Newspapers deliver broad reach and communicate this corporate stance both to other businesses as well as the general public.

The Creative

The goal was to simply and effectively communicate the new offering. A bold visual was chosen and it was reinforced with a strong headline. The newspaper ads used images of office supplies that had been chained to tree. The headline reads: “We’re taking a stance when it comes to the environment.” The small copy provided further details.



The Results

To raise awareness of the eco-friendly 48-hour delivery option, Grand & Toy ran targeted newspaper ads to communicate to the business community, at large. They expect that they will soon have 50% of orders shipped via the 48-hour delivery option and business will make it their default delivery option.

Newspaper ads effectively delivered the green message to local businesses!

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