

# Chapter 12

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## IMC

### The One-to-One Media

#### SCOTT PAPER

A three-ton modern sculpture sits in the lobby, marble floors run to the elevator, a classy bistro pipes music through the open dining area. Problem: What towels will grace the men's room? Solution: Scottfold™, a soft, luxurious-feeling paper towel, dispensed one at a time, providing improved restroom appearance, high tenant satisfaction, and cost-effectiveness. Challenge: How to market "the solution" to property managers of Class-A office buildings.

Scott Paper Co., acquired by consumer products giant Kimberly-Clark Corp. in 1996, brings a strong business-to-business division to the merged \$12 billion enterprise. To develop a program to secure trial of Scottfold™, Scott used [Fried-Cassorla Communications, Inc.](#) (Melrose Park, Pennsylvania) for its multimedia expertise. ●

Scott introduced the brand to prospects by mailing a free \$50 starter kit, a rebate incentive for quick reply inviting a Scott representative to call. The package contained oversized personalized headlines: "Scottfold™ deals XYZ Company a winning hand!" Many aspects of the letter were personalized. A four-color brochure continued the playing card, "winning hand" theme with a lift-off action device. Prospects were urged to respond by one of three modes: fax, mail, or telephone. START, Scott's in-house telephone marketing staff, handled both outbound and inbound calls. They made appointments for Scott's field sales force. ●

Scott credits a 28 percent response rate to the mail package, backed by telephone follow-up. A sales gain of 80 percent is attributed to the joint im-