



## Schneider Associates / Bondera Creative Mailer for Media and DIY Influencers

### Challenge

Develop a creative mailer that educated media on the benefits of this revolutionary new tiling technology to generate coverage. Design the piece so media can easily test the product and eliminate the need to send a large, expensive, full-size sample.

### Strategy and Action

SA created the Bondera Tiling Toolkit mailer, which included a 10" x 10" wooden box with product branding on the top. The lid of the box had a 4" x 4" square of Bondera adhered to it, along with mini-tiles and detailed instructions outlining how to tile the lid with Bondera to create a do-it-yourself tiled wooden box to store stationery or other items. The press kit was sent to target contacts at top national and regional outlets, plus top influencers in DIY, home improvement, and remodeling.

### Results

The Bondera Tiling Toolkit helped generate coverage in The New York Times, Chicago Tribune, Better Homes & Gardens, and multiple other DIY and home improvement outlets. The toolkit garnered more than 90 million impressions in 2010, and provided a level of education that is difficult to achieve with media over the phone. Even more than one year later, SA still continues to hear from media who have the toolkit sitting prominently on their desks.

SCHNEIDER  ASSOCIATES

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