



ESCAPE THE MATRIX

B R I E F I N G

Spotta is the biggest Dutch distributor of unaddressed printed advertising material.

Etailers (Dutch equivalents of Amazon.com) are a tough group to convince to use unaddressed advertising folders. They prefer online campaigns, because they want to be able to measure every impression and click. However, with these campaigns, etailers mainly reach their existing customers, while aiming to reach prospects. With Spotta, etailers could add a new channel to their mix, drawing potential (unaware) new customers to their webshop.

Spotta asked VDB to create a campaign that is so powerful that the etailer wants to make an appointment with Spotta account manager.

The Customer is hard to reach, attention is key!
Watch your letterbox.



SMONE
ONTSNAP AAN DE
ONLINE MATRIX

ONTSNAP AAN
DE ONLINE
MATRIX

DE CONSUMENT IS STEEDS MREILJDER
TE RAKEN. AANDACHT KRUIGEN IS
NIET MEER VANZELFSPREKEND. JOUW
CONCURRENTEN VECHEEN ALSIMMEL
KEIHARD OM PROCENTUEEL BETER
TE SCOREN. ONTSNAP AAN DE ONLINE
MATRIX, WAAR IEDEREEN DE FOCUS
OP HEEFT. WEES SLIM EN VOORAL
EFFECTIEF!

HOE ONTSNAP JIJ? HOUD DE POST DE
KOMENDE 3 DAGEN IN DE GATEN EN
"ESCAPE THE MATRIX"!

Voornaam
Achternaam
Straatnaam
1234 AB Ploeds

Reservatiedat: Provincie 1111, 2516 1011 1111

Teasercard

Board game escape room



In this game are 4 unique 60 minute escape room puzzles that will test your cranial skills. Use images, gears, words, keys, shapes, maps and more to solve the three stages within each escape room.



T E A S E R

G A M E

C A L L



R E S U L T S

The main purpose for Spotta was to create sales ready leads.

Of the **35** marketing managers we targeted,

10 had a follow up meeting with the sales rep of Spotta.

1 retailer actually did an distribution of unaddressed print.