

IMPORTANT MESSAGE
from Sylvester Stallone



STALLONE
INSTONE +

FIND
YOUR
COUPON

ATTEND AN
INSTONE/GNC
DEMO!

FIND A GNC
NEAR YOU

FORWARD
TO A FRIEND

Stallone Instone

Background

The day we were contacted by Sylvester Stallone's commercial agent was the day that Vismail went to Hollywood!

Stallone Instone is a new range of health food and performance supplements manufactured by one of Sylvester Stallone's own manufacturing companies. The major outlet for the supplements in the U.S.A. is GNC with outlets across the whole country.

The marketing teams at both organisations realised the best way to launch the product would be to use Stallone himself for a personal endorsement. The challenge was to arrive at a solution which did not appear to be "just another" celebrity endorsement in the conventional media. It needed to be more personal – one to one, direct and also deliver a compelling call to action for the launch. Conventional media was quickly discounted as the geographical diversity of the outlets meant that any TV or press activity would be too expensive and did not deliver the message in a direct enough manner.

Vismail fulfilled all the objective requirements and delivered one of the most successful product launches GNC have ever undertaken.

Results

The Vismail was delivered to a database of 1.23 million existing GNC customers throughout the States. As soon as the Vismail started being delivered the online tracking of activity astounded and it was clear that this mix of content and delivery mechanism had struck a chord with the audience.

The volume of emails being opened immediately or within a few hours of receipt was unprecedented, probably due to the sender address displayed in consumers' inboxes sylvesterstallone@stalloneinstone.com. Even more astounding was the level of click through to coupon request - 46% by the end of the campaign.

The success has resulted in a further campaign being booked with a distribution of over 4 million US consumers.