

Client: SKYCELL Satellite Telephone Service

Program creation by: Cliff Quicksell, MAS - Cliff Quicksell & Associates, Inc.



Situation – Client was launching a dealer recognition program to spread the word about their product and to nationally brand the Skycell® Satellite Telephone Service name. This began merely as a project to make 500 embroidered baseball caps and expanded into a full blown program.

Objective: Client was looking to nationally brand a new satellite telephone service. A dealer program was initiated that expanded from a hat order into a full blown brand marketing campaign. The program was designed to generate new qualified dealers to promote the new service.

Execution & Strategy: After discussing the total needs of the brand launch it was determined that client was in major need of many different marketing materials to help promote the brand. Customized literature racks, floor and door signage, custom packaging and various decorated promotional products were created; to include: polo shirts, t-shirts, coffee mugs, caps, laser engraved plaques, banners and labels. The branded merchandise generated an incredible buzz at national trade shows:

Overall Results: the brand marketing effort generated amazing results bringing in over 500 new dealers nationwide. This effort far exceeded their initial expectations of 150 dealers in the first year.