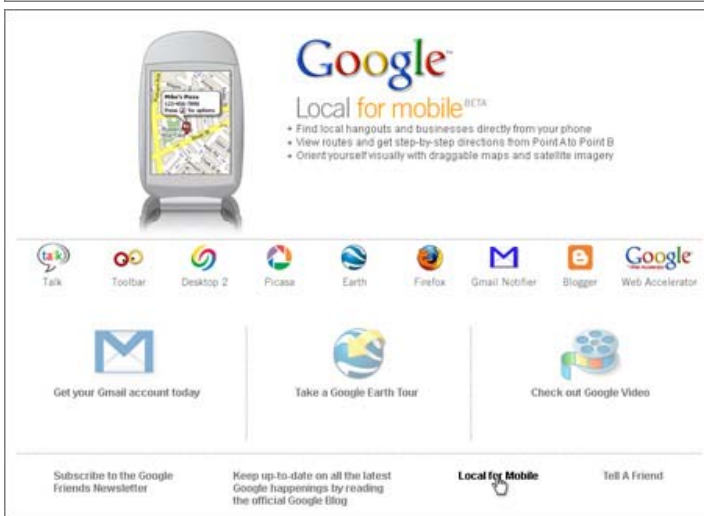
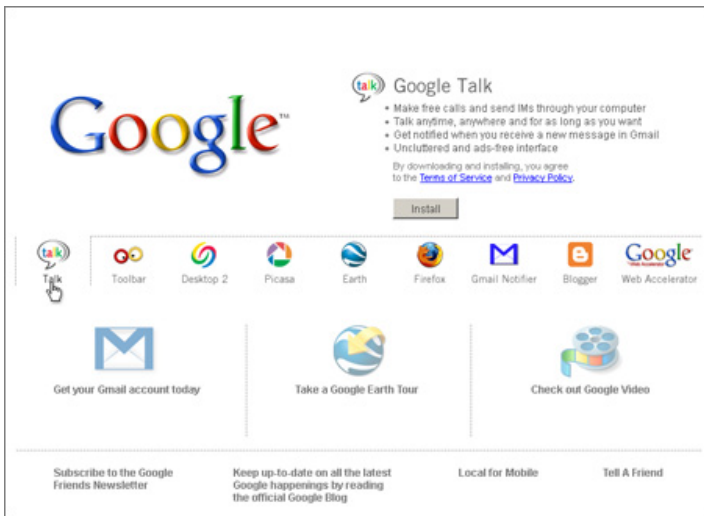




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CASE STUDY GOOGLE



THE CHALLENGE

Develop an event marketing premium that would function as a giveaway, extend the event's impact on target consumers.

THE SOLUTION

"Google in a box" disc-based user interface featuring software and demos was developed and distributed offline to key consumers via various events, shows and campus tours. Our premium not only met the standard event-based objectives above, but sought to advance real business objectives by delivering Google's full suite of services via a portable medium.

THE RESULT

47% of recipients used the disc to preview Google products! A range of response rates were achieved for the different software, but results surpassed client objectives and the program is being rolled out internationally.