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Hoopla Marketing Wins Sizzle Award from EXHIBITOR Magazine
Connecting the Dots

AUSTIN –Austin-based Hoopla Marketing, a creative strategic marketing agency, recently received a Sizzle Award from EXHIBITOR Magazine and is featured in the October issue. The 11th Annual Sizzle Awards recognized Hoopla's exhibit promotion design for Inquisite, Inc. at 2008 NY HR Week.

Hoopla's challenge was to introduce Inquisite's Employee Performance Management System (EPMS) to Fortune 100 Human Resources executives. Teaming with Inquisite's sales and marketing teams, Hoopla developed an award-winning promotion that bypassed executive gatekeepers and garnered attention from this hard-to-reach audience with a 72 percent response rate.

This multi-faceted campaign included a savvy mix of marketing vehicles including a custom 3-D direct mail piece, Web site landing page, online product demo and trade show exhibit. The cornerstone of this campaign was a VIP mailer featuring a combination lock box housed within a black mailing box, showcasing the "Connect the Dots" theme.

VIP recipients were posed the question, "*What's the secret to building a performance-driven company?*" then urged to unlock the hint at a special Web site landing page. This 3-D mailer convinced 54 of 75 recipients to open it, visit the Web site, experience a product demo and supply their contact information. The overall success of this program came in the fact that nearly three-fourths of recipients experienced the product two weeks before the show, enabling Inquisite to capture it's audiences' attention, and get a jumpstart on sales conversations prior to even attending the show.

"There were double-digit expectations out of the gate, something the Hoopla team felt confident in stepping up to based on our experience in garnering responses and teeing up marketing leads at tradeshow for clients," said Ivy Oliver, Vice President of Hoopla Marketing. "To do this meant we needed to have a killer promotional hook and a well-mapped marketing campaign to support it. The campaign well exceeded expectations."

Hoopla's "Connect the Dots" campaign is one of seven honored this year with a Sizzle Award, which honors "red-hot trade show promotions."

About Hoopla Marketing

Hoopla Marketing is one of the most creative strategic marketing teams on the planet! Based in Austin, Texas, this small agency takes a multidisciplinary approach to starting conversations, creating great experiences, and getting its clients noticed. Hoopla has

worked with clients such as AMPM, Bridge360, CaseFileXpress, CitiBank, Convio, Dell, Inquisite and Small World Labs, in each case providing creative with a strategic marketing purpose.

Founded in 1987, Hoopla's creative portfolio has been honored with multiple Golden Pyramid Awards and a *Special Merit Design Award in Green Exhibit* from EXHIBITOR Magazine. Hoopla's creative work has been featured in *Graphic Design USA* magazine, *Salesforce XP* magazine, *Impressions* magazine, and *American Corporate Identity*, an upcoming book.

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