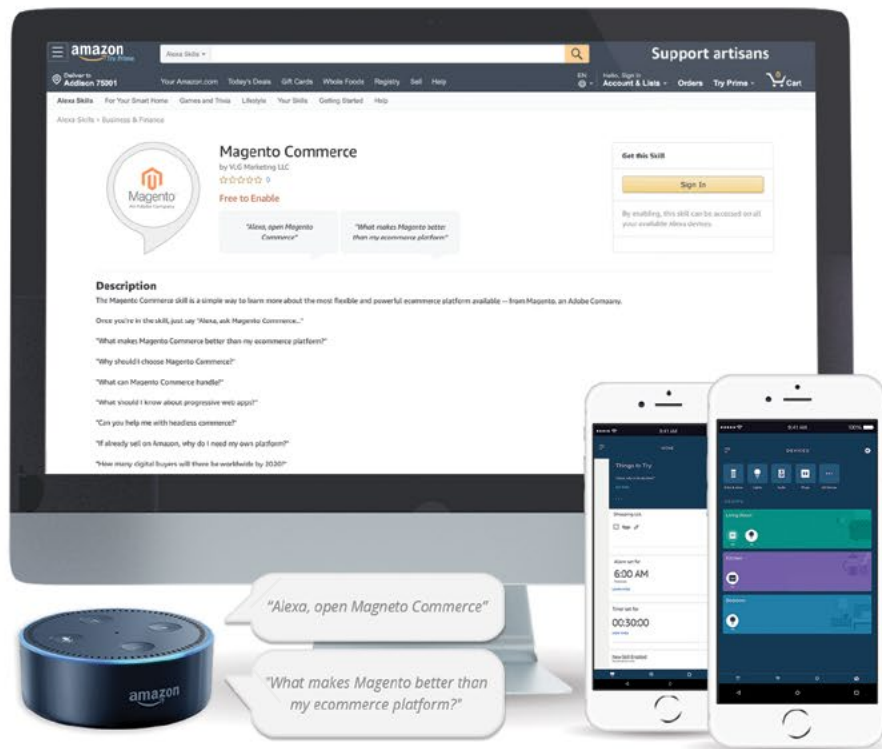




BUSINESS CHALLENGE & OBJECTIVE

Magento, a digital commerce platform, identified busy executives at a number of key accounts. These decision makers were particularly difficult to engage. The company was looking for a way past the gatekeepers with an incentive-based door opener. Additionally, the company sought a digital experience that went beyond a typical landing page.



THE CREATIVE SOLUTION

VLG used its technical expertise, creative copywriting, and production facility to pull together an Amazon Echo Dot mailer. The package included a die cut insert and handwritten note. Also included were instructions on how to ask Alexa ten specific questions about Magento. VLG published these Alexa skills on Adobe's behalf, giving the company a digital asset shareable via other digital media channels.