



Following the devastating Yellowstone fires, we created this campaign for TCI Cablevision of Wyoming. The campaign asked prospects to sign up for cable TV, with \$5.00 of the hook-up fee being donated to plant seedlings in the Yellowstone National Forest. The campaign included newspaper ads, bill inserts, door hangers, POP displays, and direct mail. ■ The campaign was successful in every way. It received national recognition and generated some great public relations for TCI and the state of Wyoming. It also pulled a 10% response rate and produced enough revenue to plant nearly 118,000 seedlings – covering 365 acres – the first year. ■ This campaign was repeated, without a decrease in response, for three more years.

## Seedlings For Yellowstone

