INTEGRATED MARKETINGWORKS
A COMMUNICATIONS COMPANY

BRAND IDENTITY

CLIENT:
The United States Mint

SITUATION:
Consumer demand precipitated the need for a new dollar coin to replace the Susan B. Anthony. The new coin was aptly called the "Golden Dollar."

CHALLENGES:
Build awareness among retailers and coin/vending operators of the new coin; facilitate widespread usage within the business-to-business community.

SOLUTION:
IMW created a strategy that positioned the coin as the "right change." The key benefits that were communicated consisted of convenience, faster transactions, reduced costs and increased purchasing power. An integrated marketing plan utilizing a broad range of tactics to maximize results, including trade advertising, public relations, direct mail, stakeholder events and sales support was also developed.

RESULTS:
In order to meet unprecedented demand, the U.S. Mint created over 1 billion coins by Summer 2000, just months after the launch. By comparison, demand for the Susan B. Anthony coin reached only 900 million coins after 21 years.

The retail ad IMW created received the "Harvey Communication Measurement Award" for outstanding readership. Media impressions soared to over 1.2 million from March through May 2000, compared to 36,000 impressions during the benchmark period. The industry sales video received nominations for CIPRA and International Film Festival Awards.

2000 the Golden Dollar
THE RIGHT CHANGE FOR THE NEW MILLENNIUM™

TRADE FOLDER

PRINT AD

SELL SHEETS

Golden Dollar Unveiling and Stakeholder Event at the White House and U. S. Treasury Building.

TRADE SHOW BOOTH

VENDING MACHINE STICKER

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