

“The ARC ‘Evidence’ bags are a hit!”

Creating interest in an unknown author can be a difficult task; in some cases, people do judge a book by its cover. O Positive, Inc., a woman-owned specialty-advertising agency, had this daunting task, and asked UniKeep™ to help. “The goal for this promotion was to get industry buzz going for a book with an author unknown to the thriller genre, yet one in which we had high hopes, and a three-book contract,” says Dori Sless, O Positive, Inc.

The book was a murder mystery entitled, *Heartsick*, by Chelsea Cain. Coming up with an idea that would catch the reader’s attention, but not take away from the book itself, was their biggest challenge. With a little brainstorming, they found a way to make a statement and get the buzz going in the industry. “We took a blank, glossy white cover, imposed a red, “bloody,” handprint, and put it in a plastic bag that was made to look authentically like a police or CSI evidence bag,” says Sless. O Positive, Inc. used crystal-clear EnvyPak™ poly envelopes to send the book out as Advance Reading Copies (ARCs) to the industry.



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“The result exceeded even our greatest expectations,” says Sless. “Our sales reps were wowed and motivated by the look and impact of the promotion; the trade was abuzz with talk about the book, the promotion, and the industry’s foremost publication, *Publisher’s Weekly*, phoned for an interview with our marketing director. Our reps said: ‘I doubt if there’s a bookseller in America who has not heard of *Heartsick*, and been offered a reading copy. They are very impressed by the evidence bag marketing, and by Chelsea Cain’s achievement.’ The bottom line: we hit the bestseller list with *Heartsick*,” says Sless.

O. Positive, Inc., is a women-owned specialty-advertising agency providing custom-imprinted promotional products to businesses, agencies, stores and museums since 1980. Located in Washington D.C. and New York, they enjoy helping clients plan promotions and providing suggestions to help their marketing plans take off.

About EnvyPak™

EnvyPak™ offers clearly unique solutions for direct mail, packaging and presentation. From the wide variety of standard sizes to the infinite possibilities that can be created with custom configurations and full color printing, EnvyPak™ has the creative potential that will get results for your next project.