

CRACKERS WORLD REPORT!



The Latest From The Creative
World of Emmanuel Lopez

DECEMBER 2004 VOL. 7

CELEBRATING THE 10th ANNIVERSARY OF A TRULY CRACKERS PROMO!

December of 1994 saw the release of Emmanuel's most memorable promotional Christmas card, "Exposing The Hidden Clause". It was a success not only because of the deluge of work and media attention it generated but because Emmanuel had trusted his gut when others did not support the idea.

Originally, Emmanuel's concept met some resistance with business advisors and even family members. But the image reflected the playfully bold spirit of Crackers World and over a thousand cards were produced and direct mailed nationally. It became part of an annual series of silly Christmas cards eagerly anticipated by regular clients, prospective clients, family and friends.

In the 10 years since, Emmanuel has been showcased for his simple and cost effective promotions by other creative industry leaders, university business studies and the media. The Christmas card itself was featured this year as a case study of marketing success on Canadian Learning Television's "Career Moves".



"Exposing The Hidden Clause"
Direct Mail Promotional Campaign 1994
Crackers World Communications

Kalixo e-business innovations also praised Emmanuel's low-tech approach to marketing. Bill Sweetman, founder of Kalixo, wrote about Emmanuel's simple email announcements for his latest speaking engagement or newest illustration. His article continued, "While his competitors are obsessed with designing and tweaking the 'perfect' graphical email newsletter, Emmanuel is getting his message out."

Today, the story and image of "Exposing The Hidden Clause" continues to delight and inspire audiences of Emmanuel's seminars. It is a testament for individuals to believe in their own ideas and make sure their voice is heard. That is worth celebrating everyday.

Happy Holidays To All!

CRACKERS WORLD COMMUNICATIONS

contact@crackersworld.com

416-504-4424