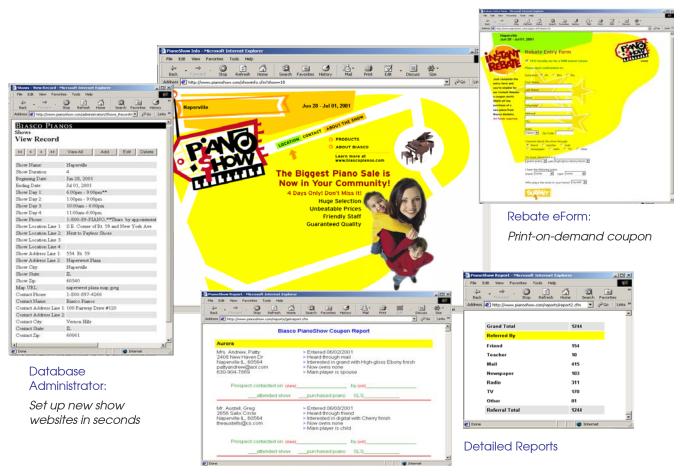
## Biasco Pianos - PianoShow.com

a David Berger success story



## **Objectives**

Biasco Pianos of Chicago asked David to eliminate the thousands of dollars it cost to build four unique Websites every week to support its piano shows. In addition, Biasco needed a reporting engine to help optimize its direct mail, newspaper, TV and radio media plan.

## Campaign Model and Strategy

David modified Biasco's Website to display each page dynamically using information stored in an online database containing show profiles. He worked with a freelancer, designing a userfriendly database administration section. This new approach allowed Biasco to create show Websites in a few minutes, virtually cost free.

Additionally, David created a new reporting engine to track those who printed the rebate coupon. By using the information provided by this report, David helped Biasco determine a suitable media plan. Biasco now saves thousands of dollars every month and has improved its overall advertising effectiveness.

## www.a2.com

734-741-8913

another David Berger project © 2004 DB, Ann Arbor, Mich.