

## AT&T New Product Launch

The PZ-375 “Puzzle in a Can” was used to introduce AT&T’s new on line APP Center to all employees at AT&T Stores.

The goal was to make each employee an expert on all the APPS being offered. To achieve this, each store was sent a two sided puzzle in a can. The special packaging (door open/windowed box) was printed to explain the trivia challenge open to all employees. The store with the highest scorer on the trivia challenge received a VIP DAY. This included catered meals, prizes and gala decorations. Clues need to answer some of the trivia questions were hidden in the puzzle.

Interaction, sharing information and excitement accomplished their goal—personnel well trained on all the possible APPS on the new APP Center!



Two sided puzzle assembled front & back



puzzle in can



Can puzzle in display box