

Client:
Patent Cafe

Media:
Email

Objective:
*Promote science kits
for kids*

In November, 2002, Patent Cafe decided to sell Smithsonian Science Kits for Kids. This email was used to promote the offer. Those who responded were sent to a special landing page with gift suggestions for several specific age groups.

COPY

Smithsonian Science Kits for Kids
The Perfect Holiday Gift Idea! For Boys & Girls Ages 4 and Up

Can these Discovery Science Kits ... developed by Smithsonian curators ... help make learning fun and interesting for the kids on your gift list?

Absolutely!

Choose from **dozens of different science and learning kits** – gifts that help young people get a hands-on science education.

- **Easy to shop:** gifts by age or interest.
- **Convenient delivery** by Christmas.
- **Largest selection on the Internet**, even bigger than Amazon.com.
- **Something for every kid** on your holiday list.
- **Not sure what to get?** Get a Smithsonian Science Gift Certificate.
- **Great prices**, starting as **low as \$7.95!**

When kids use their hands to learn science, the lessons last a lifetime. Now you can order the perfect gift – for youngsters of any age – right from the comfort of your own home.

The hottest science kits of the season! Give the gift of learning right now!

Developed with the help of the **Smithsonian Institution**, a respected name in science education.

Request FREE Info Now
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