

**Andrew Robinson**

Unfiltered & Always Authentic

# The World's Best ROI Ever...



@andrewrobinson

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The new  
marketing man  
George Wright  
came in to the  
office of Blendtec  
in Utah and there  
was sawdust all  
over the floor.

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He goes to a new  
colleague

“Why is this here?”

His colleague replies...

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**“Every Monday the CEO likes to take a few blenders and see if he can break them. Bits of wood. Golf balls, marbles, Bic lighters. That sort of thing”**

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George saw  
this as a huge  
opportunity.

A viral  
opportunity.

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Two things  
again that  
don't go  
together.

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And so for \$50....  
yes,  
you heard it right,  
\$50 not \$50,000  
or \$500,000  
a campaign was  
created...

“will it blend”

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**Over 100 million  
views. And the  
awkward guy in  
the videos.**

**Yep, you got it,  
that's the CEO.**

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**And people  
shared it because  
it made them  
smile and it put  
them in the know.**

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**Now... nobody  
is saying that  
all the other  
blenders  
cannot do  
this... they  
probably can**

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**Blendtec  
blenders as  
reported by their  
team saw an  
increase of 700%  
in sales.**

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**View the link to the  
video in the comments.**



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