

# Because Character Matters

## **Linda Jones** (Co-Owner, Image Specialties LLC)



*"Artistic Toy Mfg has exceeded our expectations in regards to creativity, customer service, delivery, quality, and pricing. We provided them with five simple cartoon images and they created five fantastic plush characters. Our client was so delighted with the samples and placed an order for 10,000 units! They give careful attention to distributor loyalty, which is as important as everything else."*

## **Joseph Scott** (Vice President/Owner, Scotts & Associates, Inc.)



*"Artistic Toy really understands that our business depends upon delivering results that drive our client's objectives. I feel fortunate that we have had the opportunity to work on a number of projects together."*

## **Mike Larkin** (Sales Rep, American Solutions for Business)



*"There are a number of vendors that have product to sell, but Artistic Toy works to develop relationships and campaigns. Artistic Toy's educational programs for their products are second to none in the industry. I highly recommend Artistic Toy as a long term partner."*

## **Ted A. "Bump" Davies, Jr.** (Owner/President, Paradigm Partners)



*"Artistic Toy is one of the up and coming leaders in our industry. Every sales person should take advantage of their expertise and joint call offer to win new character marketing sales. Artistic Toy is very creative and provides great service and very competitive prices."*

### **Why Character Marketing?**

These days, you need to go beyond advertising; you have to create a relationship with your audience. A logo can't do it. If a picture is worth a thousand words, the true character for your brand is worth millions.

### **Character Marketing will:**

- Create Media exposure and excitement
- Generate goodwill for the brand
- Act as an ambassador for the brand
- Provide a voice for the company
- Provide a rallying icon for community ID
- Provide tie-in ID at point-of-sale