

CASE HISTORIES

Drink Mix Hang-Itz (MS-355)

A company sales conference included breakout sessions covering specific new services. The distributor was asked to provide low-cost refreshments for the 45 minute sessions and designed A La Carte's Drink Mix Hang-Itz for each session with the company logo and the tag line for the service to be discussed at the particular session. A variety of drink flavors (lemonade and peach ice tea) was used with bottled water placed at each participant's place at the conference table. The bottled water was supplied by the conference center avoiding bottled water freight costs and storage problems.

Oats & Honey Granola Bar Hang-Itz (MS-370)

A sponsor of a local 10K race wanted to get their company name out to the runners with more than the signage and references in the distributed pamphlet. The distributor used A La Carte's Oats & Honey Granola Bar Hang-Itz with the company logo on the Hang-Itz to hand out to the runners as they entered the "cool down" area after the race finish. Company employees dressed in company colors greeted the runners with bottled water with the Granola Bar Hang-Itz attached – the runners appreciated the water and the granola bar snack with the company logo in hand. The employees had picked up the water at the local warehouse club avoiding the bottled water freight costs and storage problems.

Gumball Machines (PK-153, PK-154, PK-155)

A manufacturer wanted their holiday gift to customers to add to the customer's knowledge of the company. The distributor designed a gift program with our glass and metal gumball machines and our imprinted gumballs. The machines were imprinted with the company's logo and the size (and cost) of the machine varied with the customer level – our 9" machine for their average customer, the 11" for large customers and the 15" King Size machine with floor stand for their biggest customers. Each machine was packaged with a bag of imprinted gumballs with assorted logos of the company's product lines. Customer feedback was so strong with many customers telling how they started to notice that the gumballs had the logos after a while and how they looked forward to seeing which product line was on the next gumball.

Mini Candy Rolls (CN-600)

A paint company asked their marketing and promotional products consultant to assist in developing their annual marketing plan which included print advertising, tradeshow and internal programs for sales reps. The distributor used our mini candy rolls designed with a wrapper replicating the company's paint can as part of the common element through all aspects of the marketing plan. The graphics used on the candy roll was used on actual paint cans used in the print advertising and on all advertising material including sell sheets. The same graphics were used in all trade show booths and the mini rolls were given out at the booth. Internal programs had the mini rolls at the sales participants' desks and in the program material packs. Sales people were given a budget

for the candy and left hands full of the mini rolls during customer calls. The mini rolls kept the program theme and feel through all aspects of the program.

Plastic Light Bulbs and Candy Cards (PK-996, PK-455)

A consulting firm created an internal program to increase quality and efficiency of their services. The program's theme was creative ideas to improve service. The distributor supported the theme with a light bulb program using our plastic light bulb candy jars and our light bulb shaped candy cards. At the initial kick-off of the program, our light bulb shaped candy cards with the program's graphics and filled with mints were included in the program materials and were used by the attendees for refreshment during the presentations. During the weeks following the initial meetings, staff members who contributed significant suggestions received a plastic light bulb (with the program's graphics and filled with candy) which became a "status symbol" within the office and were proudly displayed on the staff's desk. As suggestions were successfully implemented, the participants received a second light bulb with success graphics (also coveted) together with cash remuneration. The program was so successful that it has become an ongoing program.

Tins (SN-260, KBK-402, TN-151)

A large condominium developer was opening three different projects at the same time and needed to catch the attention of local realtors. The distributor and the developer's advertising agency designed a food gift program to provide continuous exposure over a period of 3 months for all three projects. Three gifts were chosen to provide treats for a small office of realtors – a large popcorn tin with fresh popped "3 Way" popcorn, a large cookie tin of chocolate chip cookies and a one gallon tin with assorted "nostalgic" candies. Three different four color process labels (one for each project) were affixed to the lids of the tins which were sent with sales literature to local realtors every 4 weeks. The treats were split up by development at each shipment so that the developer follow up was spread among the projects and could be more focused.

Pill Bottles (PK-622)

A general insurance agent asked a distributor to help him to be more effective with the short presentations he was making to small groups of potential customers. The presentations were geared toward his ability to cure the prospects' insurance problems. The distributor used our small pill bottle filled with jelly beans with the insurance agency's graphics and instructions to "take 2 jelly beans and call the agent for immediate relief of property and casualty risk". A detailed listing of symptoms included high premiums, unresponsive claims adjusters and high deductibles. The pill bottles were distributed during the agent's presentation and supported his topics and brought some humor to an otherwise serious subject.

Mint Tins (TN-128)

A local hospital wanted a program to support and thank its volunteer staff. The distributor designed a reward program for volunteers that started with the initial orientation. At the first session, the hospital distributed the required printed materials and also our small hinged tin filled with star mints and imprinted with the hospital's logo and the tagline "all of our volunteers are stars" – the theme that the distributor used throughout the program. The mints lasted though out the orientation session and initial training.

Dog Bones (MS-202)

A distributor preparing for a presentation to a potential bank client noticed that the drive through tellers handed out lollipops to customers with children in the car. She also noticed that a very high proportion of drive through customers also had a dog in the car. At the presentation to the bank's marketing team, the distributor suggested that the lollipops had more impact with the bank's logo and also suggested that our individually wrapped dog bone (with the bank's logo) would create even more impact. The bank's executives were so impressed by the creativity, the distributor became the bank's sole promotional products consultant. In addition to the imprinted lollipops and the dog bones, the distributor added our chocolate foiled coins de-bossed with the bank's logo to inside tellers' stations.

Movie Reel Tins (TN-162, TN-165)

A local television station was hosting a kickoff luncheon for potential advertisers emphasizing its new season of movies. The distributor supported the movie theme with our large movie reel tin filled with an assortment of movie candy including Fruit Runts, M&M's and licorice which was distributed with the advertising brochure at the end of the luncheon. The tin was imprinted with the station's logo and a tagline for the new season. Two weeks after the luncheon, the station mailed more detailed advertising literature together with our small movie reel tin with similar graphics filled with jelly beans. The continuity with the movie tins supported the primary marketing theme.

Oats & Honey Granola Bars (SN-400)

A national medical services company needed a snack for the participants in the training sessions it held at its national training center. They wanted a snack that would support its image as a health services company and that could be stored for some period of time because training sessions were scheduled almost every week. The distributor used our oats and honey granola bar with a white wrapper and the company's 3 color logo. Under a co-op program, we shipped a scheduled number granola bars every month to cover the training sessions for the month. After several months of the co-op program, some of the employee trainees requested that the distributor supply the granola bars for their other uses including: trade shows, corporate meetings and even for sales people to hand out at presentations. The distributor was told that the granola bar has become the official corporate "treat" that is used at almost every corporate event and meeting.

Microwave Popcorn (SN-110, SN-122)

A local residential realtor wanted a more personal feel to the gift basket that was sent to all customers when they moved into their new home. They also wanted to provide them with business cards to give to friends. The distributor designed our microwave popcorn with the company's logo and added the sales person's business card to inside the folds of the popcorn bag. When the new homeowner received the gift basket, they enjoyed the delicious popcorn and had a few of their realtor's cards for friends. The realty company was able to have their name displayed in the home together with the delicious taste and smell of the popcorn.

Promo Packs (PK-301)

A cosmetic company wanted a handout for women sampling a new product in retail stores. The advertising campaign focused on the product's user being a person who stands out in the crowd. The handout needed to be perceived as "high end" with a low price point. The distributor used our one oz. promo pack of Jelly Belly brand gourmet jelly beans with a clear wrapper with the product's logo on the cello. The Jelly Bellies were all white (coconut flavor) with a single red jelly bean (Very Cherry). The response to the Jelly Belly packs was tremendous with the one red jelly bean out of all of the white jelly beans readily supporting the "person who stands out of the crowd" theme. The Jelly Bellies were a great treat too

Fortune Cookies (FC-101, KFC-121)

A national bank was introducing 6 new savings account products and was planning the training program for the bank customer service representatives. The marketing department wanted to reinforce the basics of the products before the products were introduced without scheduling an additional training session. The distributor used a quart size Chinese carryout container with the Bank's logo printed on one side filled with 6 custom fortune cookies. Each cookie had a different custom message that highlighted one aspect of each of the 6 new products. The carryout containers were placed on each customer service representatives' desk on the day that the new products were introduced to the bank's customers. The carryout containers were so unique that each representative immediately enjoyed the cookies. The anticipation of opening the cookies to find their "fortune" assured that the message was read and that their earlier training sessions would be effective.

Chocolate Bars (CK-799, CK-800)

The president of a large public company wanted to invite his top sales people to his home for a celebration of the company's great 4th quarter sales. The distributor wanted to add a little excitement and creativity to the party. The distributor used our old fashioned chocolate bar imprinting the wrapper with the corporate logo and a tag line referring to the party for top sales people. The chocolate bars were available at the sweet table and in "goody bags" handed out when the guests left. The bars were

wrapped in foil colors matching the colors used in the party decorations and contained an insert under the paper wrapper that was hand written by the president thanking the sales person for their efforts. The chocolate bars were a big hit at the party – the festive color foils and the warmth of the president’s personal message enhanced the delicious milk chocolate.