

Case Study

Revised February 2013



HDI 25 oz Bottle
#A1500DA

\$7.00^c

The Backstory

A local microbrewery had just opened its doors and was looking to make an impact on the local scene. Their research showed an extremely competitive landscape, one in which similar sized operations as well as commercial breweries were contending for market share.

They wanted to be aggressive in their plan of attack. Their brewery was not just about size, but more about the attitude and approach to brewing flexibility, adaptability, experimentation and customer service.

A marketing consultant was brought in and a well integrated campaign was sketched out. Promotional products would need to play a vital role!

The Challenge

- To provide a high-end, versatile product that could be creatively personalized

The Solution

The marketing consultant immediately saw the value of utilizing HDI 25 oz Bottles in the campaign. Every time a customer made a purchase a personalized bottle would be sent out, in conjunction with a brochure, thanking them for the business and a coupon for future sales.

These quickly became collectible growlers and were refillable for repeat customers. Brand loyalty ensued!



“The bottles quickly brought in repeat customers and increased our business exponentially.”

- Rick Vance
Owner