

Tagmaster/Dard Products Case Study

DP-63 Giant Pen

A newly opened marketing firm was running a campaign in the area to advertise their arrival to local businesses. Because they were located in a bustling metropolis they knew they needed a creative strategy to grab the attention of the well established companies they were attempting to gain business from. They sent out a direct mailer to each company in the area with a brochure of their services and a DP-63 Giant Pen with their logo and the words “For BIG Ideas” preceding it. The oversized pen peaked the interest of several local business owners, who after meeting with the firm hired them for numerous marketing projects.