

Tagmaster/Dard Products Case Study

DP-767 Happy Pig Bank

A well known bank chain was promoting a new children's saving account program. The initiative would open accounts for children to mature over time with a special increased interest rate to save money for college tuition. To encourage customers to utilize the special banking option they offered a free \$100 starting deposit and distributed the DP-767 Happy Pig Bank with the bank logo on one side and the words "Saving for the Future" on the other. The added personal touch of the Happy Pig Bank was appreciated by current patrons, and the program was a great success with 20% of existing bank customers opening an additional account for their children's education.