

Tagmaster/Dard Products Case Study

DP-690 Flavor Fresh Clip

A famous snack producer was introducing a new line of reduced fat chips to the market. Competing with several other reduced fat lines they knew they must steer customers in their direction with a free offer of some kind. A large starburst was printed on each of the new chip bags with a contest offer to win \$10,000 with proof of purchase entry. Every entry was guaranteed a DP-690 Flavor Fresh Chip Clip with the company's name and the words "Low in fat, high in fresh!" written on it. The campaign brought in impressive sales and many customers sent in their proof of purchase to enter the contest and receive their free flavor fresh clip.