

Tagmaster/Dard Products Case Study

DP-684 Reflection Mirror

A well known cosmetics company celebrated their thirty year anniversary. To thank their customers for years of repeat shopping, they offered a free gift with any purchase for the week of their anniversary. Thousands of loyal female customers through out the nation made a special trip to their local department store to receive the free gift with purchase. The reward included colorful travel tote filled with a popular shade of lip gloss, a miniature lotion, sampler mascara and eyeliner and the DP-684 Reflection Mirror with the company logo. The free gift promotion was a great success, bringing in profits for the week double the norm. Many clients kept the convenient mirrors in their purses, giving them a constant reminder of their favorite make-up supplier.