

## **Tagmaster/Dard Products Case Study**

### **DP-651 Small Deco Massager**

A well known national accounting service was looking for an idea to promote business during the upcoming tax season. They created a comedic series of television commercials with overstressed customers who would come to their firm for tax stress relief. In addition to the televised campaign to draw in new customers, they also sent clientele from the previous season a DP-690 Small Deco Massager with their name and the words “Let Us Relieve Your Tax Stress” written on it. The commercials were well received bringing in a large number of new accounts, and the clever giveaway drew in a high percent of repeat business.