

Tagmaster/Dard Products Case Study

DP-600 Magic Pen and Calculator Set

A successful stock brokerage firm wanted to thank its clients for referrals to new customers. They rewarded the initial clients with a \$100 finder's fee and a thoughtful promotional gift. The latter was the DP-600 Magic Pen and Calculator Set with the imprint "We turn numbers into magic!" above the firm's name. Firm clients were intrigued by the unusual but useful calculator and many called their brokers to thank them for the clever token.