

Tagmaster/Dard Products Case Study

DP-526 Rise to the Occasion Calculator

A well known bank opened a new chain in the student union of a busy college campus. Hoping to gain business they made a special offer of a free \$50 gift card to the school book store for all new accounts opened, and distributed a DP-526 Rise to the Occasion Calculator with the bank logo imprinted on it to each new customer. Many students, especially freshmen and transfer students were drawn to the offer and opened new accounts with the bank chain. Students were excited to receive the gift card, and several mentioned that the small calculator was perfect for transport in book bags and purses.