

Tagmaster/Dard Products Case Study

DP-495 Magnifying Ruler

A student tutoring center offered free informational appointments to prospective students. In the appointment the student, along with their parents, was educated on the procedures and tactics of the center. The goal of the meeting was to motivate the student by confirming their future success if enrolled. At the end of the meeting the student and parent were given a packet with information and daily class schedules. To again encourage the student about their potential the center included a DP-495 Magnifying Ruler in the pocket of the packet folder. The ruler was imprinted with the words “We know the measure of Success!” after their name. Many of the students who enrolled brought the ruler with them to their classes.