

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

### **DP-329 Stand-Up Grip Stapler**

A long existing office supply company was experiencing a decline in sales due to the opening of several competitors in the industry. Eager to prove they were still a necessity to their trade they began a campaign to rejuvenate sales. They created several enticement offers for customers to bring them back to the stores. They offered customers who spent \$100 or more a \$10 discount, customers who spent \$200 or more a \$20 discount and so on. Every customer who spent \$25 or more received a DP-329 Stand-Up Grip Stapler with the store logo printed on the front and the tag line “Still a Staple in the Industry” printed down the side. The offers drew in a significant number of customers, reviving sales and bringing in new revenue.