

Tagmaster/Dard Products Case Study

DP-327 3 in 1 Stapler

In an advertising campaign to promote their versatility, a well known printing company introduced several newly offered services. Hoping to become a one stop shop for printing, packing and shipping needs they advertised being the “All in One Printing, Packing and Shipping Resource”. The day the new services were officially introduced throughout the chains they furnished customers who utilized them with the DP-327 3 in 1 Stapler. The Stapler had the company logo on one side, and “The All in One Printing, Packing and Shipping Resource” tag line on the other. The multi-functional office supply was the perfect spokesman for the campaign.