

Tagmaster/Dard Products Case Study

DP-303 Oval Tag with Ring

Just before the summer season began a new mega car wash was opened in a busy suburban area. To advertise the car wash created large banners to hang on the building offering several wash specials. They also offered a stamp card for a buy four washes get the fifth free promotion. Finally they gave each customer a DP-303 Oval Tag with Ring with their funky logo and car wash location and hours on it. Many customers put the giveaway on their key rings immediately. The stamp card enticed people to return to earn their free wash and the oval tag reminded them where and when to go.