

Tagmaster/Dard Products Case Study

DP-281 Dollar Sign Bandz

In an effort to obtain new clients a large marketing firm sent a solicitation package to several large businesses in the community. In the package they included an informational brochure about their firm that highlighted past projects with high success rates. The package also contained company business cards, a CD with promotional power point presentation, and a DP-281 Dollar Sign Bandz. The Dollar Bandz container was imprinted with the marketing firm's name and the words "Stretching your advertising dollar!" The package impressed many potential customers who soon after called for consultations. Quite a few new clients made a point to mention that the unique custom rubber bands had especially caught their attention. The firm signed with a number of new businesses as a result of the distinctive campaign.