

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

### **DP-279 Heart Bandz**

As part of an awareness campaign for the American Heart Association, one local chapter sent out a mass mailing to all of their previous monetary donors along with several prominent community businesses. The current campaign was attempting to raise funds for research of a new post-operative treatment. The preliminary studies showed an improvement of thirty percent longer life expectancy among those who participated over the average post-operative heart disease patients. The campaign slogan was “Expanding the lives of many”. In the mass mailing the chapter included information on the breakthrough study along with a business reply postcard for donations. To elaborate their message they attached a DP-279 Heart Bandz to the informational material with the words “You can help expand the lives of many” printed below. Donors could remove the custom shaped heart band and stretch it out without harming the original shape. The band was an effective visual aid, helping to convey the strong message in literal terms. The campaign raised over \$100,000 which was utilized in the innovative treatment research.