

Tagmaster/Dard Products Case Study

DP-119 Mini Dynamo Flashlight

A well-known car rental company was looking for a courtesy give-away for their repeat customers to show their appreciation for the recurring business. They attached a DP-119 Mini Dynamo Flashlight with their logo and the words “Thank you for your business” imprinted on it to each set of keys distributed to car rental customers who had previously borrowed vehicles. The patrons were pleasantly surprised by the token, and many commented that the product came in handy during dark hours when trying to locate the locks for the doors and trunks of the unfamiliar automobiles. After learning that the handy tool never required batteries, one customer asked if he could receive an additional light for his wife at home – who always lost her things in the car. The promotion was helped to boost the company’s already strong reputation for excellent customer service.