

Tagmaster/Dard Products Case Study

DP-104 Sunglass Clip

A small scale sunglass boutique was experiencing a decline in sales due to the opening of a popular chain on the other end of the mall. In an effort to promote their products they distributed coupons in several key locations throughout the shopping center. In addition to the discounts they offered customers a free DP-104 Sunglass Clip for their car visors with the purchase of any pair of glasses. Patrons were pleased to receive the handy extra, and the boutique's name now traveled with them everywhere they drove.