

Tagmaster/Dard Products Case Study

DP-102 #1 Key Tag

The Cougars of West Mont High were considered an underdog in the state football playoffs. In the single elimination tournament they shocked their opponents by sweeping the first four of their five rivals, winning the final game with a touchdown made in the last fourteen seconds on the clock. Upon their return a pep rally was held at the school where a congratulatory ceremony took place. Their fellow classmates dressed in school colors and cheered as the champions received honorary placards. In an effort to celebrate the win and promote school spirit the school board administration provided foam fingers and the DP-102 #1 Key Tag with the school emblem and “Cougars State Football Champions – We’re # 1!” written below.