

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

### **DP-66 Wavy Clip Pen**

A popular amusement park was reopening for the summer with the addition of a new water park on the grounds. The water park was highly advertised, specially noting a 50 foot drop water slide and a giant wave pool. The park offered coupons at local groceries stores for entrance discounts, and provided each customer with a DP-66 Wavy Clip Pen at the exit turnstile. The pen was imprinted with the new water park's name and the words "Let's make some waves!" The add-on of the water park proved to be a successful endeavor and the wavy clip pens served as a daily reminder for repeat business.