

# CASE HISTORY

## Product-

A Ceramic Ornament from Buntingware™ UPIC • 42440 • ASI SAGE 57570

## Concept-

A popular Morning Radio Talk Show host frequently talked about his beloved dog on air. In many respects, his dog was as well known (or more so) than he. While he was on vacation, skiing in Colorado he left his dog at home, with the neighbor coming over daily to feed and care for him. Tragically, one night his house caught fire and his beloved dog passed away in the fire. Upon his return, he told his listeners what had happened and a groundswell of sympathy occurred. One of the morning show's sponsors, a muffler chain with stores all over the listening area, decided to offer a Christmas Ornament featuring a full color photo of the dog. The ornaments could be purchased at any of their stores. In addition, the radio station sold them mail order. The proceeds from the sale went to the local Humane Society.

## Goal-

They had no idea what kind of response they would receive, but felt that they should spread at least 2500 among their stores. With Buntingware's low price for full color printing, their cost with gift box was under \$2.50 each and they decided to sell them for \$10.00 each.

## Results-

The initial 2500 sold out almost immediately and they ordered 2500 more, which also sold out. In all, around \$37,500.00 was raised for the Humane Society, an almost unprecedented donation for them, a PR dream for the muffler company and the radio station's morning show had a very happy sponsor.

