

# CASE HISTORY

## Product-

A Limited Edition Commemorative Plate from Buntingware™ UPIC • 42440 • ASI SAGE 57570

## Concept-

A Major university was celebrating their 100th Anniversary. As part of the commemoration of the anniversary, they developed a special centennial logo. The Alumni Department, as part of the annual fund raising drive, decided to give a special premium to any Alum who donated \$100.00 to the Annual Fund. It was decided to do a limited edition collector plate with the Centennial logo.

## Goal-

They had a goal of \$50,000.00 and so they ordered 500 plates. They pictured the plate in the brochure and magazine that went out to all Alumni, promoting the fact that it was a limited edition plate and that the only way you could get one was to donate \$100.00 to the fund. (Although they ordered 500 plates, they artificially set the limit to 2500 to allow for additional plates to be ordered if the promotion went well).

## Results-

The promotion went beyond their wildest expectations. The initial order of 500 plates was snapped up within days of the mailing and they reordered 500 more. Before those even shipped they increased it to 1000. They had to reorder 3 more times and before all was said and done they went through a little over 2200 plates (good guessing on their limit). Their goal of raising \$50,000.00 was exceeded by a shattering \$170,000.00. The end result was over \$220,000.00 in donations.

