



2009

American Ad Bag

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CASE STUDIES





TRADE SHOW/CONVENTION: A major corporation ordered the **Y2KP20616 Non-Woven Bag** for their national convention. The pre-show mailing encouraged attendees to stop at their booth to receive a large bag which included a FREE offer. The corporation loved the bag since it offered big, bold advertising. *Every other bag handed out at the trade show went inside their bag.* The side pockets of this bag were an added bonus — perfect for the custom imprinted water bottle.



HEALTHCARE: A chain of extended care facilities conducts weekly open house events for the elderly and their families. While introducing the benefits of their assisted living community each guest was given a **Y2KL13714 Grocery Bag** imprinted with the chain's logo and included paperwork and other promotional products for guests.



BANKING/FINANCIAL: Each year a local bank attends a home show, they ordered the **12DC1519 (15x19+3 fold-over, reinforced die cut)** with a big, bold imprint. Attendees that stopped at their booth received the bag which was filled with other promotional products including calendar, pen and magnet along with information on available bank services. Their big, bright red bag allowed them maximum advertising impact.



RESTAURANT: A restaurant wanted to improve their take home and leftover packaging. They decided to offer the **Y2KH131015 Grocery Bag** which comes with a bottom insert. The restaurant thought using paper and plastic packaging would offer them the long-lasting advertising value they were seeking. Their promotional products consultant suggested the 13 x 10 x 15 grocery bag due to the large, expandable gussets perfect for their takeout box. Added benefits include the large imprint area and much longer lasting advertising value of the bag compared to plastic or paper bags. Additionally, the restaurant even got requests to sell the bags! This bag is not only perfect for restaurants, but ideal for retail, groceries and day-to-day usage.



HOTELS: A local hotel chain wanted more than just the generic bag they could get from headquarters, so they contacted their promotional products representative. The representative sold them on three bags that fit their requirements.

- 1) **Frosted Soft Loop Bag (with cardboard bottom)**, this bag was given with water and snacks to each preferred hotel member. They now had an imprinted product that the guest could take home and reuse.
- 2) **Cotton Drawstring Bag:** the perfect dirty clothes bag. Instead of a generic bag, they now have their logo and address on the bag that guests can keep for future recall visits.
- 3) For their premier guests they purchased the **Y2K16612 Non-Woven Bag**. The intent was to leave this bag on the bed with water and snacks and for the guest to use as a clothing bag, pool side bag, plus to take home for long lasting added value. The 16 x 6 x 12 bag offered the perfect size for their marketing requirements.



EDUCATION: A community college held a grand opening of its "state-of-the-art" electronic library system. For the grand opening each guest received a **Y2K1516 Non-Woven Tote** with the college's name imprinted on it along with the services the library offered the local community. The intent was for these guests to use the non-woven bag when taking books to and from the college. The college also ended up purchasing the same bag for their bookstore, a perfect low-cost, long-lasting product.



REALTORS: For their open house events this real estate chain decided to use the **Y2K13513 Non-Woven Bag**. They inserted other promotional product items inside along with information on the open house and available real estate services. The realtor wanted to hand out something that would be used over and over within the community to support their advertising budget. *The realtor actually got more raves on the hand-out bag than they did on some of the houses!*



SPORTS TEAMS: A minor league baseball team was seeking a packaging and advertising product for their store. They ordered the **12DC912 (9 x 13)**, **12DC1215 (12 x 15 x 3)** and the **12DC1519 (15 x 19 x 3) Fold-Over, Reinforced Die Cut Handle Bags** to package purchases. The three bags offered the minor league team low minimum advertising value. It also gave them a packaging tool appropriate for the size of the purchase. To maintain cost, they used the same size plate on each bag and the distributor sales representative got three reorders during the season.



CHURCHES: Every year a local church has a holiday fair to bring in new people and earn some revenue as well as to promote togetherness. The church encouraged guests to stop at their craft/food fair and each attendee would receive a FREE grocery bag. They ordered the **Y2KL13714 Grocery Bag** in a red bag color (for the holiday) with their imprint. The bag size and the bottom insert offered the buyers a great packaging tool for their purchases and long-lasting advertising for the church (the church was even selling the bag for \$3.00 each to those that wanted extra bags).



TRAVEL: A cruise ship ordered item the **Y2KZ20616 (20 x 6 x 16 non-woven with 28" handle and zipper closure)** for each passenger. The intent was to advertise the cruise line and for the passengers to use the bag while the ship docked and the cruisers went on their excursions. The bag allowed each passenger to zip up their purchases and shop worry free. The bag was also great for the pool since they are water repellent. Non-woven bags for the cruise line offered eye-catching advertising and recreation usage in a durable item that could be used long after the cruise.



THERE ARE SO MANY MORE STORIES:

WEDDINGS: A wedding party ordered item #2L636 (6 x 3 x 6) Euro Tote Paper Bag which featured the date, names and location of the wedding on each bag. Inside the bag was various gifts from the wedding party.

FUNERAL: A funeral home purchased gloss paper shopper bags with twisted handles #3G8410 (8 x 4 x 10). It was used for packaging visitor cards and personal belongings after the funeral.

AUTO DEALER: An auto dealer handed out a litter bag to every prospective buyer. It featured his location and general services. Litter bags are available in low minimums, sized right, and offer great advertising value.

BUILDER: A builder purchased item #12GB913 for their new development. The bag, a 9 x 13 size available with 4-color process printing, allowed the builder to advertise the development with a 4-color image. It's available in low minimums, no set-up charges and no overruns. Each bag contained other promotional product items supporting his investment. These bags are great for clients seeking low minimum advertising with 4-color process printing.

FLORISTS/BEAUTY SHOPS/JEWELRY STORES: All of these businesses are perfect for plastic, paper and frosted bags since each are available in low minimums and in a variety of colors and sizes.

ANIMAL CLINICS / VETS / CHIROPRACTORS / DENTISTS / DOCTORS / MEDICAL CLINICS / OPTICAL: The perfect advertising tool for packaging and informational give-a-ways.

THE LIST GOES ON AND ON: BAGS the perfect choice for low minimum, low cost advertising value, after all GREAT ADVERTISING IS ON THE BAG!



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