

Case History - Selling Stories

Take-A-Penny Pencil Cup

Point of Purchase

With a captive audience buying their daily newspapers, candy, drinks, and gas, the Ohio lottery was looking for added exposure at the check out counter of their local convenience stores. They chose the Take-A-Penny Pencil Cup for its usefulness and prominent advertising exposure. With two imprint areas, and an ideal home next to the cash register, this product gets a lot of views, and is a strong influence on consumers who may not have intended to buy a lottery ticket. By holding pennies to round out their purchase, or pens for credit card purchases, this product added additional value to the consumer, store, and of course the Ohio Lottery.

Tissue Cover

Healthcare

A group of assisted living facilities was looking for an attractive and permanent cover for the generic tissue boxes which were used throughout their properties. They incorporated their logo and a series of health tips on each of the four sides of the tissue cover. This gave residents subtle reminders of good health practices, while presenting the tissues within a recognizable and comforting logo. Maybe they even saved some residents from being sick with their basic health tips?

House Bank

In keeping with their marketing theme of “your neighborhood bank”, a Cincinnati savings & loan used the house bank as a gift for all who applied for a home mortgage. The free gift drove traffic to the bank and applications far exceeded expectations. The cute bank in the shape of a house was used as a reminder for customers to save for a rainy day, or for the house of their dreams.

Grocery Divider

Point of Purchase

Marketers are always trying to get consumers to make that impulse buy when they reach the checkout counter. For that reason, a major candy company used our square grocery divider as a billboard for their products. They imprinted each side of the divider with a different tantalizing 4-color process graphic, showing their complete line of products. The divider is always in sight and handled by shoppers as they separate their groceries from the person ahead of them in line. As you can imagine, it didn't take much to get people to reach over and grab their favorite candy bar, making the grocery divider a very useful and effective product.

Cutting Boards

Health & Wellness

People love to spend time in the kitchen, preparing meals and discussing the day's events. Cutting boards become a central component to that scenario. With a subtle logo molded into our boards, your clients name is in view all day as the board travels from the counter to the dishwasher to its place on a hook, hanging by its built in handle. Cutting Boards save the counters from wear and tear in rentals and timeshares. A simple message like “Let's Cut Injuries” makes them ideal in safety programs. Health and wellness messages are effectively presented by cutting boards.

Split Sipper®

Special Events

A joint venture between two entertainment companies was being launched. A big gala was planned, where they wanted to introduce their new image and message; “two companies working together as one.” They chose the Split Sipper® because of its twisting design; two entities spiraling around each

other and becoming one. Everyone was given a choice of fun drink combinations served in the Split Sipper® and 2 to 1 spiraling straw at the gala, making it an unforgettable event.

Lip Shot

Special Events

For Valentines Day, a cruise line mailed travel agents a Lip Shot filled with red & white M & M's with the message "If you love me, you'll take me on a cruise" printed on it. This simple gift did the job. Grateful travel agents directed their customers to that particular cruise line. The agents also become aware of the cruise lines full complement of products.

Drink Clip

Self Promotion

As a chamber of commerce member, a Midwestern distributor ran a self-promotion with the drink clips. They placed the clips at the buffet table for their holiday party. The members at the event were intrigued by the usefulness of this little item which allows you to hold your drink and plate in the same hand. The distributor was praised for their intuition. Guests took the drink clip home with them that had the distributor's name and phone number on them. Who do you think the other chamber members called when they were looking for promotional products?

Apple Container

Health & Wellness

A gym wanted an affordable gift to present to all new members when they signed up. They felt it would give people a positive attitude right from the start, and would help increase referral business. They used the Apple Container from ProRose to achieve that goal. The piece was filled with guest passes, so right away the new members could refer the gym to others, as well as a memo pad, so that people could keep track of their workouts. They imprinted the Apple Container with the gym's logo, along with the slogan "An apple a day, may keep the doctor away, but a good workout definitely will".

Mini Glasses

Beverage/Liquor

A winery was looking for a way to serve samples of their wine selections to their visitors. Their goal was to serve the right size, avoid a lot of labor, liability, and expense of real glasses, and to give a gift that would be kept and remembered for years to come. Their budget was under \$1.00 per glass. They chose the new Mini Wine glass, and had tremendous results. Made of thick acrylic material, the plastic mini wine glass does not feel like a disposable, yet is priced accordingly. Visitors sampling wines were given their sampling glass with their logo on it, which went home and served as an ongoing reminder of the brand they want when making their wine purchases.

CornHoleMini

Fun & Games/Fundraising

Playing CornHole has become an obsession for much of the country. CornHole is a perfect way to relax and enjoy some fun competition when tailgating, at a party, or in the backyard. ProRose has expanded the game to a miniature version which can be played inside: office, bar, dorm room, kitchen or anywhere you choose. School booster clubs are a perfect customer for the CornHoleMini, as they can sell the product at any school event with their school colors and logo boldly printed on the board. CornHoleMini's are a fun product for all ages and a great way to raise money for teams with school spirit as the driving force.

Penlights

Goodwill

For the Round Hill Fire Departments 50th anniversary they hosted a Halloween haunted house at the fire station. All the kids received a customized penlight for their journey through a maze of obstacles and scary critters. Both the penlight and haunted house were a big hit for the firehouse and furthered their bond with the community. They also have a lot of young fireman and firewomen in the making, playing and practicing with their Round Hill Fire Department penlights...

Frost Flex Cups

Beverage/Barware

Coconuts Bar & Grill opened a brand new outdoor seating area with a dance floor, pool area, and bar. Obviously glassware would not be an option for them, but Coconuts didn't want to use everyday disposables. They chose our frost-flex cups because they offered many benefits: Unbreakable, durable, textured feel, inexpensive but with a high perceived value. The results are in and Coconuts and their customers love the frost-flex cups. In fact, everyone is happy when the re-orders come in every 8 weeks for more cups.

Etch-it Cups

Special Events

Each year at their reunion open house, The Grayer School offered nametags for the alumni to wear to identify themselves to each other. For a more creative event, the organizers decided to ask each attendee to customize themselves with a drawing, nickname or anything unique to identify themselves, without the usual nametags. ProRose Etch-it cups proved to be the perfect product for this event. With a peel off label, each etch-it cup can be customized using your fingernail to scratch off the magic material and reveal each alumnus's message. In addition to the fun and creative aspect of the cups, nobody misplaced their cup, spread germs by drinking out of the wrong cup, and they used far fewer cups than at previous events.

Acrylic Tumblers

Retail/Barware

A high end retail gift store was looking to drive traffic, and reward shoppers during the holiday season. Offering a set of 4 acrylic tumblers packaged in a customized white gift box for every purchase over \$50, they succeeded in bringing in new shoppers and up-selling those who came in for smaller purchases. Shoppers were especially pleased with the quality of the tumblers, which had the look and feel of glass, with the durability of plastic. The stores logo and holiday message were remembered long after the initial purchase, and served as an ongoing reminder to customers of their pleasant experience at the gift store.