

Sponsored By:



HOME JOIN GUIDE EDUCATION DISTRIBUTOR HOT MARKETS RESEARCH PRESS HELP

SEARCH

Magazines

[Counselor](#) | [Advantages](#) | [Successful Promotions](#) | [Stitches](#) | [Wearables](#) | [Uniforms](#)

ADVANTAGES

December 2008

Features/Columns
Product Showcase
From the Editor
Advantages University
Sales Scope
Success Stories
Hot Dates

- Find a Supplier
- Find a Product
- Member Benefits
- Manage My Account
- Who's My Rep?
- Awards and Events
- ASI Show!

Supplier Ratings [What's This?](#)



Rate a Supplier [▶](#)

Jan. **3-5**
Next Show:
ASI Show
Orlando
[Full Calendar](#) [▶](#)

Products of the Week



Style 58-759
Racing Flame
Pattern Cotton
Twill Low Profile
Pro Style Cap
(asi/75350)

[View More Products](#) [▶](#)

Departments

Success Stories

Short bursts of promotional brilliance to ignite your creativity

By Jen Zorger

- [Kids' Meal Promo on Track to be a Winner](#)
- [Brand Fuel Injects Energy into Anniversary Tee](#)

Kids' Meal Promo on Track to be a Winner

When your restaurant chain is called Biggest, naturally you want big promotional ideas – even for your kids' meal toys. For help, the El Salvador-based hamburger chain of that name turned to kids' promotion specialist C3i International (C3i). "The client had been using your average toys," says Angel Morales, managing director at C3i, "but with increased competition, they wanted to raise the bar with larger toys."

Knowing that the client was a racing fan, Morales and his team designed a set of four modular toy racing kits. Each includes a racer presented with four sections of track that fit together to make up a small oval. As kids collect additional kits, the track pieces can be combined to create a larger, road-course type circuit.

But C3i took the concept a step further. "After doing focus groups with F1-like cars, parents were not too keen on the idea of having only cars," Morales says. "Wild animals drew a better score overall." The concept for the promotion evolved into racing animals with an educational twist. "We decided to include an educational card in Spanish to promote knowledge of these specific animals: elephant, rhino, crocodile and hippo," he adds.

As we went to press, the promotion had just gotten underway at Biggest restaurants throughout El Salvador, and early results look huge. "Right now, it is doing well in the first week of sales – increases of over 50%," Morales says.

BizTip: Boost perceived value with presentation

"Both parents and kids care about the presentation of the item and the overall quality," says Angel Morales of C3i. He suggests several simple ways to boost a toy's perceived value:

- Include a logo or other graphics on the box or poly bag.
- Add an insert card telling about the toy and/or collection.
- Enclose an instruction sheet for assembling or using the toy.

[top](#) [J](#)

Brand Fuel Injects Energy into Anniversary Tee

Ten years ago, childhood friends Danny Rosin and Robert



MINERAL SPRINGS
www.mineralsprings.com
Custom Labeled Bottled Water

Monthly Specials
Rush Service
6 Case Minimum
Call for Larger Order Quotes
Freight Rates from PA, FL, TX, CA

Laminated Waterproof Label
4-color process with NO plate charges
In-house Art and Printing Department.
Heavy weight recyclable PETI bottles.
*** Click For Details ***
4 1/2 stars service
asi/71350

Fiveash launched Brand Fuel Promotions (asi/ 145025) and rocketed off to a decade of growth. Last January, the guys kicked off their milestone year with a letter to clients reflecting on their journey. The celebration continued in May at their annual client-appreciation event, Rocket Day. And, throughout 2008, Brand Fuel presented clients with a commemorative T-shirt imprinted with their logo on front and "Raised on Pop Rocks and Evel Knievel" on back.



Marketing Coordinator Meredith Linden explains the tagline: "Danny and Robert thought it would be a good idea to pay tribute to their childhood days together, when they spent their free time mimicking the stunts of Evel Knievel and debunking rumors that Pop Rocks and carbonated soda caused stomachs to explode. Pop Rocks gained pop-culture status, and Evel became the King of Stuntmen and, in our opinion, the Patriot of Promotions. The combination of Pop Rocks and Evel Knievel seem to fit together pretty well for those reasons."

Determined not to skimp on the special-edition tee, Brand Fuel chose SanMar (asi/84863) District Threads line. The shirt features super-soft heathered fabric and subtle, muted gray imprinting. "By spending a little more money on a nicer shirt," Rosin says, "our hope was that it would wind up in our client's favorite shirt rotation versus being just another white shirt in the drawer."

The thought that went into the shirt paid off – in both exposure and orders. "Our 10-year anniversary tee has turned into one of our most successful marketing giveaways to date," Rosin says. "By investing in a higher quality T-shirt, clients were not only more appreciative but, in strong ROI fashion, they also purchased the same brand we used for their company."

BizTip: Brand Fuel Injects Energy into Anniversary Tee

Using a better-quality product for your self-promotion may cost a little more, but the investment can pay off in multiple ways:

- The item projects a higher-quality image for your company.
- It's more likely to be kept and loved.
- It helps you convince clients to buy upscale products, too.

[top ↴](#)



[JoinASI](#) [Membresia\ASI](#) [ASICareers](#) [Terms of Use](#) [Contact Us](#) [Site Map](#)

Copyright © 1996 - 2008 The Advertising Specialty Institute. All rights reserved.