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Special Assignment

Public relations firm uses straightforward but effective promotional products campaign for its real estate clients.

Distributor: [Brand Fuel](#) is a full-service promotional products agency with in-house marketing, graphic design, Web services, and fulfillment services. The company, founded in 1998 by Danny Rosin and Robert Fiveash, has two locations: one in Morrisville, N.C.'s Research Triangle Park, and a second in Norfolk, Va.

Client: Special Assignment is a marketing and public relations firm that works with many types of corporations.

Situation: Special Assignment recently approached Brand Fuel to provide promotional products for three of the PR firm's real estate clients. Each of the three Virginia-based end clients – [The Spectrum at Willoughby Point](#), [The Sanctuary at False Cape](#), and [The Landings at Bolling Square](#) – needed to promote waterfront residential

properties to different audiences and under slightly different circumstances.

Solution: The Spectrum at Willoughby Point wanted to offer a simple give-away to prospective buyers looking at plans, home sites, etc. With the sales emphasis on it being a waterfront property, the best item to address this need proved to be logoed, bottled water. The Sanctuary at False Cape also wanted to attract buyers but had slightly different needs. The developer was offering hard-hat tours of the property and wanted to emphasize safety while also promoting the development, so logoed hard hats were chosen. The Landings at Bolling Square wanted a thank-you and leave-behind gift for buyers and guests who attended the property's grand opening (which included the mayor and other high-profile guests). Embroidered caps were deemed appropriate.



Brand Fuel worked through an intermediary – Special Assignment, a marketing and public relations firm – to provide hard hats, embroidered caps and bottled water for three waterfront residential properties.

Results: Although the end users were similar in many ways, each wanted to convey a somewhat different message to the recipients of the products. In the end, each expressed satisfaction with the promotion and provided positive anecdotal results. For instance, The Sanctuary at False Cape sold out (95 units) in two hours. The intermediary client, Special Assignment, expressed pleasure with each promotion – and perhaps most importantly, the campaign made the intermediary client look good in the eyes of its client. **PI**