

Promotional Marketing In Action

Case Studies

A Denver area country club wanted to increase their beverage sales. After the initial consultation with the beverage manager, Banta Promotions recommended a soft sided Six Pack Cooler imprinted with the country club's logo and suggested a promotional concept. The country club developed the concept and ran a promotion; offering 6 assorted beverages at a reduced price with a \$10 deposit on the cooler. The coolers and six beverages were packed with ice and provided to the golfers at the start of the round of golf. As the promotion unfolded, most of the coolers did not get returned to the snack bar and were kept by the golfers as souvenirs. The Country Club increased their beverage sales and recovered the cost of the six-pack cooler via the deposits and made a significant profit.



At the start of a new project, a Denver construction company wanted to give its workers a gift to establish excitement, safety rules, and goodwill on the first day of work. Historically, the construction company provided ball caps to the workers but wanted to give them something they could use on the job. The Safety Manger selected a stainless steel travel mug imprinted with the company's logo and the name of the new project. The workers liked the mug as it was durable and could withstand the wear- and-tear of the construction site. This mug became a "badge of honor" among the employees.

A Denver based legal services firm wanted to increase attendance at a trade show booth at a legal seminar at Copper Mountain. The account manager from Banta Promotions suggested that the client send invitations to the "best" prospective attendees of the show. The mailed invitation provided booth information and invited the holder to stop by and review a 2-minute presentation. After the presentation, the invitation holder received a branded laser engraved Mag-Lite flashlight as a Thank You. Using the tiered approach to tradeshows, the client attracted 80% of the "best prospects" on the client's prospect list. Over the next few months the client celebrated a conversion rate of 65% setting the stage for a record revenue year. This process generated a large number of qualified, and targeted leads, and added excitement to the tradeshow event.

