

PROMOTIONS THAT WILL STOP TRAFFIC

PRODUCT FEATURE

# Financial



Quality, Innovative and CPSIA compliant products that build your brand...and save lives!



Woodbury Financial

Investing solutions for your future.



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## Slap-Wrap Combo From \$ 49.950

The Slap-Wrap combo combines a sleek slap wrap and reflector, zipper pull and a pair of Lazo-Tags.

It's three-prize products in one!  
AS LOW AS \$2.17 ea!

### Objective:

A regional bank was looking for the right promotional product to utilize for its sponsorship of the community 5K race event. They wanted to make sure their sponsorship effects lasted long after the race was over.

### Strategy:

Since the race was a major event in their community, the bank decided to provide all contestants the Slap-Wrap combo which contained three different products. They obtained a registration list prior to the event and mailed out the combo product weeks in advance of the date.

### Results:

Bank employees noticed that joggers, runners, walkers and cyclists across town were wearing the three safety reflectors while they were all preparing for the big event.

Months after the race was over, the employees were still noticing the safety reflector Slap-Wrap combo being worn all around town.

They continue to bank on this promotional product year and after year.

## Case History:

