



Mouse Pad Case Studies

FLEX

A telecommunications organization was looking to decrease customer service employees by educating customers with an interactive CD.

Audience: Customers that subscribe to their DSL Internet Service

Product: Frame-It™ FLEX with a right entrance area for a CD, and a left entrance with a window area for “Help Team” information.

Distribution Strategy: The strategy was to distribute the mouse pad with the CD inserted to new customers. The goal was to have customers use the interactive CD to get quick answers and automated solutions to common issues before calling the 1-800 number.

Results: The initial order of 450,000 Frame-It™ FLEX mouse pads was a test to evaluate the effectiveness of the interactive CD. After the test period was over, they re-ordered 1.4 million mouse pads.

BARELY THERE

A distributor located in Texas needed an attention-grabbing promotion to help a local hospital celebrate their 90th anniversary. The end user needed a high quality item, so the distributor knew they could count on DIGISPEC®. They hired a graphic artist to lay out a round mouse pad with five different pictures of their campus. The DIGISPEC® Sales Counselor suggested a Vynex pad to best capture the high resolution graphics. Because they needed 1,000 mouse pads on a tight budget, we recommended Barely There mouse pads.

The mouse pad was a huge hit with the end user. In fact, it won the Gold Award in the Advertising Specialty Item category from the Aster Awards, Excellence in Marketing and a Merit Award from the Healthcare Marketing Report 2007 Annual Healthcare Advertising Awards. The distributor is looking forward to many reorders and additional business based on this project.

MOUSEPAPER CALENDAR:

Audience: Ice cream shop patrons in the Chicago area.

Product: A custom MousePaper Calendar which included coupons on every page that featured different products every month. There were two additional pages that included recipes and a list of contact information of all the stores in Chicago.

Distribution Strategy: The strategy was to mail the MousePaper Calendars to residents in the Chicago area. The goal was to generate more business with the monthly coupons.

Results: The initial order of 6,000 MousePaper Calendar mouse pads was a test to evaluate the effectiveness of the promotion. After reviewing the increase in sales and the number of coupons received in the test period, the end-user is getting ready to place another, even larger, order for other regions.

SELF PROMO:

A San Diego-based distributor was looking for a unique way to promote their business. After discussing their needs with our sales counselor, they selected an 18-month MousePaper Calendar. They customized each month with a local event, such as the Navy Ball or Opening Day, and put in suggested seasonal promotional items to tie into each event.

In the first few weeks after they distributed the calendars to potential customers, they received six orders resulting from the mouse pad calendars. The distributor was so pleased that they immediately doubled their order to generate even more business. The distributor says it is one of the best self-promotions that they have ever done.