

Case Study

Revised March 2013



 **The Results**
13%
boost in loan sign-ups

Wadena Impact Click Pen
#P42881

\$1.60^A

The Backstory

A premier national bank was gearing up for its spring push on mortgage loans. This large scale campaign included outdoor advertising, in-store displays and promotional giveaways that would last for several weeks.

The bank ordered tens of thousands of promotional pens to be given away at each store as an additional, yet useful, reminder for prospects to hold onto.

Five days before the big promotion, the original supplier fell through when inventory was accidentally used for another job. The distributor was scrambling, he needed to find a supplier that could turn the huge job in less than 3 days and still leave enough time to ship to multiple locations.

The Challenge

- To provide a quick-turn, inexpensive giveaway

The Solution

ADG Promotional Products quickly located a substitute item and had it out the door in less than 48 hours. With the utilization of drop ship capabilities, we ensured each store received their pens...on time and on budget!



“We were worried when Dean contacted us about the possible delay but were quickly relieved when his new supplier came through.”

- Jenny Grant
Marketing Manager