

Promotional Flyers, Drawstring Backpacks Draw Crowds and Drive Brand Awareness for Educational Firm Sports Equation

- **Challenge:** To find affordable, tiered promotional products ideal for a large trade-show type event.

If you knew your firm and its products would soon be introduced to thousands upon thousands of potential new customers—what would you do? Perhaps review inventory, perhaps double check systems and processes to prepare them for the new load—or perhaps, find a way to use promotional products to enable those potential new customers to take your name and message with them when they go?

That's the situation the owners of the upstart Sports Equation—a firm that produces educational products to strengthen basic learning skills through children's love of sports—found themselves in when they landed a spot at the DHL All-Star FanFest, the largest interactive baseball spectacular in the world. Over five days, thousands of moms, dads and kids of all ages—Sports Equation's target market all—would participate in the firm's Major League Baseball Math Challenge, where kids answer a series of math questions correctly to win a prize. But what prize? And what gift could they give to those who participated but didn't win?

- **Solution:** Everyone's a winner with frisbee flyers and drawstring backpacks.

That's when the Sports Equation team reached out to ePromos Promotions Specialist Adam Brown, who helped identify the perfect giveaway gifts for participants: a soaring promotional flyer and a drawstring backpack. The flyer, an affordable promotion alternative, is loads of fun and includes a matching bag for storing the disc when folded. Also, because its standard design is a baseball, the flyer, overlaid with the Sports Equation logo, matched the event theme to a baseball tee. Math Challenge winners received a cinch-up drawstring tote emblazoned with the Sports Equation logo—great for school, summer events—and for collecting other giveaways at FanFest.

- **Result:** Promotional “prizes” draw crowds and drive home brand awareness.

The Sports Equation team reports that the Math Challenge hit a home run in the Rookie Challenge area of FanFest: long lines of fans watched and waited for their turn to test their knowledge—and for their chance to win a promotional prize. The promotions also drove home brand awareness for increased brand recognition and encouraged recipients to learn more about the firm by directing them to the Sports Equation Web site.



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