

Tire Gauges Prove Efficient at Conveying Competitive Differentiation on the Tradeshow Circuit for the “GREEN IT” Solutions Firm, DBI (Database-Brothers, Inc.)

- **Challenge:** To source a promotional product that gives voice to a green value proposition.

These days, “green” is good for more than the environment; businesses practicing what’s known as GREEN IT reap cost savings and efficiencies, too, by optimizing their use of technology. For instance, firms employing GREEN IT strategies might consolidate servers to save floor space thus cutting data center power, heating and cooling costs, or defer or avoid hardware upgrades by optimizing and tuning existing assets instead.

Texas-based DBI (Database-Brothers, Inc.) helps firms green it by providing data auditing and performance solutions that identify and resolve performance issues, manage performance change and trends, and control runaway upgrades, service levels, performance reliability and costs. One key way in which DBI promotes its green corporate philosophy and competitive differentiation is by attending conferences and tradeshows, such as the IBM Information On-Demand conference, Oracle Open World and various, international database user group events.

In preparation for an upcoming series of shows, the DBI team turned to the web in search of a tradeshow giveaway unlikely to be found at typical IT event venues: tire gauges. Kudos for this out-of-the-box idea belong to the firm’s CEO, who recognized that companies practicing GREEN IT also tend to find “green thinking” seeping into other areas of operations as well—such as in programs supporting carpooling and telecommuting or vehicle maintenance initiatives—like those that call for employees to maintain proper tire pressure for optimal gas efficiency.

- **Solution:** Laser-engraved aluminum tire gauge key ring in corporate colors.

The team pointed their browser to ePromos’ extensive online catalog, where they soon found just the right gauge in terms of style, color and budget: the Aluminum Tire Gauge Key Ring. This promotional tire gauge on a split ring, a perfect traveling companion, features chrome accents and a 10 to 50 PSI scale. It is also available in several colors, including DBI’s corporate green. Account Executive Caren Aardema helped the team with their order, which also included a laser-engraved message, “Efficient GREEN IT,” and the address of the DBI website.

- **Result:** Tire gauge creatively illustrates business benefits and value of DBI’s solutions.

The team reports that recipients are, initially, both puzzled and intrigued by the uncommon promotion, thus providing a unique opening for DBI staff to discuss their firm’s green value proposition. When staff explains how the gauge optimizes gas efficiency just as DBI’s solutions optimize IT efficiency, heads begin to nod and light bulbs turn on as recipients understand the connection—which stays with them much longer than would a regular keychain or the ubiquitous tradeshow pen. At this writing, the team has used the tire gauges with much success at events in Australia, Colorado, Las Vegas, and San Francisco. Next stop: Europe.



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