

Shopping Totes Help Awaken Interest in Lesser-Known Business Lines for New England Landmark Griggs & Browne Associates

- **Challenge:** How to use promotional products as part of a rebranding campaign for a recognized pest control firm offering other home services.

All else being equal, a multifaceted firm that excels in one function tends to become known for that function alone. Take Griggs & Browne Associates, for example, a southern New England firm whose heritage dates back to 1910, when a local chemist started a small pest control business in Rhode Island. Since then, Griggs & Browne has grown and expanded, becoming a recognized, leading pest and termite control provider throughout southern New England. What many New Englanders don't know, however, is that Griggs & Browne also launched a home inspection division in the 1980s and a carpet, tile and upholstery cleaning division in the 1990s.

To awaken these sleepy lines of business, the Griggs & Browne team launched a rebranding effort aimed at 1) helping people connect the well-known Griggs & Browne name with all service lines instead of just pest control and 2) further promoting the firm's Green and Safe policies that have proved popular with consumers wary of chemical pest control remedies.

The team, having never used promotional products in marketing or branding before, decided to test the method as part of their effort. With the actual product still as-of-yet undetermined, the team first selected a family venue where they'd be sure to reach large numbers of male and female homeowners: a Providence Bruins hockey game. Next, to help find a product that would best carry their message, the team then connected with ePromos' Promotions Specialist Ryan Arteaga.

- **Solution:** 20-inch x 16-inch recyclable, reusable, washable tote with lots of room for stuff—and for branding.

Working with Ryan, the Griggs & Browne team soon found the perfect product for their campaign: the Non-Woven Show Tote / Re-usable Shopping Bag in the firm's forest green. This large 20-inch x 16-inch tote features 28-inch reinforced sewn handles and side and bottom gussets. It's also constructed of 60 percent post-consumer recycled materials and is 100 percent recyclable, reusable and washable—making the tote an ideal solution for the team's eco-friendly agenda. The tote also features a large area for imprinting, giving the team room enough to include the firm's logo and long-standing tagline, "Without Griggs & Browne, the whole town would fall down," as well as separate listings for each of the firm's service lines: Termite Control, Pest Control, Home Inspection and Tile, Carpet and Upholstery Cleaning.

- **Result:** Shopping totes get the jump, considered a good investment.

The team reports a great turnout—and promotional success! They started handing the bags out at 5:30 in advance of a 7:00 PM face-off—and all were gone before the puck hit the ice. Several people even came back to the booth asking for seconds. The team feels that the eco-friendly bags were a good investment and a great part of their rebranding campaign. As fans carry the bags with them on the street, to shopping, to the beach, to the library and to the office, they help to increase Griggs & Browne brand and service line awareness throughout southern New England.



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