

Attractive Canvas Cotton Totes Turn a Zero-return Promotional Cost into the Potential for Positive Promotional Returns for Prosperity Firm ThoughtsAlive

- **Challenge:** Turning a throw-away, zero-return promotion into one with potential for positive yields—and quick!

Where there's a will ... there's a way: a truism that holds equally for individuals, for businesses—and for people who turn to ePromos for promotional products in a hurry. The owners of ThoughtsAlive, a firm dedicated to helping families achieve financial prosperity by changing the way people think, discovered this truth for themselves when they reached out to ePromos for a product they needed very quickly: plastic take-home bags for an in-person training seminar designed to whet participants' appetite for the firm's and founders' ideas and philosophy.

- **Solution:** Goodbye blank, disposable bags; hello logoed cotton canvas reusable totes.

Promotions Specialist Omer Cohen took the call for blank, unprinted plastic bags to hold brochures and audio recordings—the ThoughtsAlive team requested blanks as they thought time was too short for logos to be imprinted. Omer explained that plastic bags were unlikely to yield a return on investment, offering advice about the benefits of branded bags. Omer also explained that ePromos could rush the project so that ThoughtsAlive would have very nice bags in time for the event.

The ThoughtsAlive team agreed—and selected ePromos' best-selling Classic Cotton Meeting Tote, screen printed with a three color logo boldly visible in the large imprint area. The slim design cotton canvas tote is specially designed for easy carrying by shoulder or hand, encouraging people to carry it—and the ThoughtsAlive brand—with them to the library, to school, to work and while out and about on the town.

- **Result:** With a promotional twist, canvas bags add value to giveaway; increase potential for return on promotion investment.

The ThoughtsAlive team, pleased with the evolution of the project and in keeping with the ThoughtsAlive philosophy, added a very smart twist to the time-honored tradition of giving promotional products away: registering attendees were asked to provide a \$10 deposit to hold their seats. After the event, they received either a \$29 audio set and the attractive, useful imprinted tote—or their \$10 back. ThoughtsAlive reports that most attendees chose the audio and the beautiful three-color bag, which elicited many positive responses and increased the potential for a positive return on promotion investment.



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