



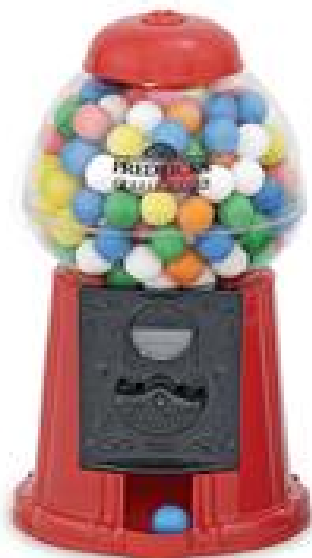
Success Stories

ADVERTISER: Mountain National Bank.

OBJECTIVE: To generate new home loans.

PRODUCT & DISTRIBUTION: 6" Red Old-Fashioned Dispenser printed with the bank's logo. The dispensers, along with a package of gumballs and a flier titled "Want a Sweet Deal?", were sent in a direct-mail campaign to all the local realtors.

RESULTS: The dispensers caused quite a stir in the real estate market and increased awareness of the bank's great loan offers. As a result, the bank's new home loan accounts increased by 30%. After 6 months, they followed up on their direct-mail campaign with a refill package of gumballs and a new brochure.



◀ Gumball Packages
Sold Separately