



Success Stories



ADVERTISER: Savings Bank.

OBJECTIVE: To acquire new accounts and achieve immediate market penetration by increasing community awareness.

PRODUCT: Wacky Putty Eggs printed with the slogan 'Build Your Nest Egg with Us!'.

DISTRIBUTION: The Wacky Putty Eggs were mailed to local residents along with a brochure introducing the bank and its services. The remaining Wacky Putty Eggs were distributed to walk-in traffic and also were used as hand outs at a local trade show.

RESULTS: The bank acquired 40 new accounts as a direct result of the promotion. The bank experienced a 10% response rate from those who received the mailing. Bank officials felt the program reached a significant number of potential long-term customers, and established a good rapport within the community.



For additional product information, see the current *Pioneer Line* catalog or visit www.pioneerline.com