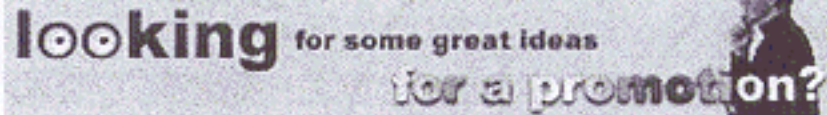
 Promotional Ideas and Info.



Today's Idea for the Insurance Industry

Type of Promotion: Promote Safety

Product(s) Used: Seatbelt Adjusters

Method(s) Applied: Thank-You Gifts

An insurance company wanted to increase safety awareness and provide a thank-you to all of its customers. The company used a seat belt adjuster, by Tag-Master (asi 48500), because of its safety application and its low price. The company distributed the adjusters to all their customers to thank them for their business. The seat belt adjuster keeps a shoulder belt securely over the user's shoulder, not digging into their neck. When not in use, the adjuster stays attached to the seatbelt, displaying the company's logo and safety message. The insurance company was pleased with the results of the promotion, and recipients enjoyed receiving the seat belt adjusters. Customers stated that they wore their seat belts more often because it was more comfortable to do so. The insurance company also received many referrals, since customers would tell their friends and neighbors about this great item.

Choose From the Following Industries for Today's Idea

Advertising/PR/Marketing Agencies

Automotive

Construction

Entertainment

Food/Beverage

Healthcare

High Tech

Industrial Products/Light Industry

Insurance

Non-Profit Organizations/Charities

Pharmaceutical/Nutriceutical

Real Estate

Retail

Transportation/Shipping/Delivery

Utilities

Agriculture/Farming

Civic Groups/Clubs

Consumer Goods

Financial/Banking

Government/Political

Heavy Industry

Hospitality/Restaurant

Institutions/Education

Media/Publishing/Information Services

Oil/Petroleum

Professional Services

Recreation/Leisure

Trade/Professional Organizations

Travel/Tourism

Wholesalers/Distributors