Introducing $10,000 to 100,000 in Marketing Program Opportunities

12 Case Studies
Thank you for considering Character Marketing a part of your business plan. Incorporating characters in marketing will elevate the response and recall rate of your branding, incentive, education, and business development programs. These case studies will show you that it doesn’t matter if your are in a serious business or fun business. You can find ways to use characters as powerful marketing tools that can be used in any and all industries.

Character Marketing is more than a marketing strategy. It’s a philosophy:

“Sow a thought and you reap an action;
Sow an act and you reap a habit;
Sow a habit and you reap a character;
Sow a character and you reap a destiny.”

~ Ralph Waldo Emerson (1803 - 1882) US philosopher, poet, essayist
CASE STUDY 1 of 12
HOTEL TRADE SHOW

- **Objective:** Engage tradeshow visitors in conversations

- **Plan:** Develop response cards and games that change peoples states to a fun environment.

- **Result:** 100% of all visitors filled out interest card and experienced fun atmosphere with resort staff. Plush toys used in themes 3 years.

- **Billings:** $15,000 plus
CASE STUDY 2 of 12
HEALTH CARE INSURANCE

• **Objective:** Build Brand awareness in community as company expands.

• **Plan:** Attend community health fairs and have walk-around mascot play games and hand out toys.

**Result:** Was one of the fastest growing health organizations in the country.

**Billings:** 3yrs $100,000 plus
CASE STUDY 3 of 12
RETAIL

- **Objective:** Increase retail sales in military bases.

- **Plan:** Plush Bears with PT uniform and dog tags branded with each unit of military.

- **Result:** 100% of all Bears were sold and product sales and also helped sales of T-Shirts.

- **Billings:** $100,000 plus
CASE STUDY 4 of 12
PRODUCT PACKAGING

• **Objective:** Create a product sample kit for cat medicine to increase product trials.

• **Plan:** Develop plush mouse toy with velcro opening to hold sample of medicine.

**Result:** Fulfilling 2,000 samples per month.

**Billings:** $50,000 plus
CASE STUDY 5 of 12

EDUCATION

- **Objective:** Educate New Parents on Child Care

- **Plan:** Include Frog & Lamb Puppets into New Parent Packages.

**Result:** Both Puppets placed in 500,000 new parent packages.

**Billings:** $1,000,000 plus
CASE STUDY 6 OF 12
HOLIDAY GIFT WITH PURCHASE

Objective: Increase sales of a dozen donuts product during holiday season when sales were slow due to other treat options consumers buy at this time of the year.

Plan: Plush Bears were on the rise for all genders. Offer gift with purchase for the consumer. The consumer gets the bear and a donation is made to charity.

Result: 100% of all Bears were sold and product sales were up during holiday season.

Billings: $100,000 plus.
CASE STUDY 7 OF 12
COLLECTIBLE REDEMPTION

**Objective:** Get End Aisle Display in Key Accounts. With end isle sales will increase 300%. Kids will ask for more sack product to get the proof of purchases needed to order the animals.

**Plan:** Plush Bears were on the rise for all genders. Offer gift to store managers as part of the display for end isle display location in store. Consumer could get either animal for a reasonable price.

**Result:** 100% of all displays were placed and sales exceeded all expectations.

**Billings:** $500,000 plus
**Objective:** Get End Aisle Display in Key Accounts

**Plan:** Plush Bears were on the rise for all genders. Offer gift to store managers as part of the display for end isle display location in store

**Result:** 100% of all displays were placed and sales exceeded all expectations

**Billings:** $50,000 plus
Case Study 9 of 12
BRAND CHARACTER RESTURANT

- **Objective:**
  become premier Chicken Quick Serve Restaurant

- **Plan:**
  Develop Plush Cow Character who can’t spell lobby to eat more chicken

**Result:** Plush Cow in very happy meal, bowl game, and company sponsored event.

**Billings:** Annual $1,000,000 plus
Case Study 10 of 12

**Objective:** To gain exposure and recognition at 400 attendee tradeshow.

**Plan:** Handout teddy bears with imprinted t-shirt and “Interactive” ToyTag™ with an instant win prize at registration.

**Result:**
- 132 toys given out in 6 hours
- 30 prospects registered on website in 1 week
- 20% Increase in Website Hits in 1 week
- 140% Increase in Website Visits in 1 week

**Billings:** $19,000 in 60 days
Case Study 11 of 12

- **Objective:** Merchandise famous story character.

- **Plan:** Sell puppets in retail theatre gift shop.

**Result:** Ship 1,000 puppets per month to U.K., NY, LV, & Australia.

**Billings:** Annual $50,000 plus
Case Study 12 of 12

- **Objective:** Fire Department Thank you for Order.

- **Plan:** Every order of $100 receives a plush fire toy.

  **Result:** Increased average order amount.

  **Billings:** Annual $30,000 plus
NEXT STEPS

- Request Copy of Character Marketing Sales Playbook
- Join a Character Marketing Sales Calls
- Talk to Jim Socci, President Artistic Toy
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