

Type of Client/Industry:

Financial Services

Target Audience:

Banking Industry

Primary Objective:

To provide a fun and unique giveaway that attracts attention for its' nostalgic qualities. The custom 3D reels had images of famous landmarks from conference's host city. They were meant for recipients to take with them and remember the conference and see our logo every time they looked at the RetroViewer

Strategy and Execution:

Our strategy was to have the RetroViewers front and center at the booth and allow conference attendees to interact with us and the RetroViewers. The idea was to have a giveaway that wasn't as serious as the traditional promotional product (pens, notebooks, etc.) so we could engage in lighthearted conversation with prospects. Our team executed this strategy perfectly and had hundreds of conference attendees stop by the booth to grab more RetroViewers to share with their family



Results:

The custom 3D reels and viewers were a huge success for two of our business units within the financial services industry. At multiple conferences, our giveaway was a topic of conversation on the Expo floor and our booth traffic was increased by word of mouth. Conference attendees would also stop by the booth reminisce about their childhood experience with the toy: creating fun conversation for us to engage prospects