

## Case Histories

Thermographics are interactive functional promotional items that communicate via temperature sensitive color changing graphics

### HEALTHCARE RELATED FEVERSCAN FOREHEAD THERMOMETERS

A very successful ad campaign was completed by a major pharmaceutical company using the Feverscan Forehead thermometer as a giveaway to launch a new flu drug, handing out over one million pieces to Doctor's offices and pharmacies around the country. This worked well for all parties as the pharmaceutical company was able to inexpensively increase mass awareness for their drug, while providing the consumer with a functional item, that the consumer maintained over time.

### GO GREEN HOT WATER GAUGE

East Coast Energy Conservation companies provide hundreds of thousands of our hot water gauges and refrigerator cards to power companies yearly. These are used as tools to educate the consumer on energy conservation and safety, preventing hot water scalding and food spoilage. The cards which are included in an informational mailing or with the monthly statement have been used repeatedly.

### CHILD SAFETY BATH WATER TESTERS

A Midwest company was looking for a functional promotion for their community action campaign on child safety. Our Bath Water Card was chosen. Over 100,000 cards were distributed to educate parents on child safety and reduce the incidents of bath water scalding. The card is a functional piece that can be used over and over and is a continual reminder of bath water safety. The enthusiastic response prompted this promotion to be repeated several times.

### GO GREEN ROOM THERMOMETER MAGNETS

Our business card room thermometer was used in a very successful campaign to regulate heating and cooling in government facilities. A card was placed in every room above their thermostat as a reminder to maintain a specific room temperature. A total of 90,000 cards were used as was a great way of promoting energy conservation.

### CUSTOM STRESS CARDS

A large beverage manufacturer was looking for new and different ideas for a luggage tag for an upcoming promotion. Working closely with the distributor, a custom stress card was developed. Instead of a normal luggage tag, the stresspiece made it interactive and fun. Over 850,000 tags were included with other products in a mass country wide mailing which included discount coupon promotions in specific geographical areas.

### HIDDEN MESSAGE GAME PIECE

A beverage manufacturer launched a new drink with a bar promotion, handing out nearly 750,000 pieces to date of a

custom interactive piece that reveals hidden messages when placed on the forehead. It spreads the promotional message while at the same time encourages the recipient to participate and share with others.

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