

## SUGGESTIONS FOR PROMOTIONAL USE OF A135 SUNSCREEN-IN-A-GOLF-BALL

- ❖ The success of any promotion depends on following a well laid out plan and executing it well.
- ❖ You need to draw attention to this event by having all the participants motivated to help the promotion be realized as planned.
- ❖ It's important to remember that if man women or child of any age group are involved, it would be good to have an item that all could use with functionality and pleasure. Second, the first time it's presented to them they can't help but have the following positive comments:

HOW CLEVER... VERY CUTE... WHAT A NEAT IDEA...

AFTER I USE ALL THE SUNSCREEN, I PLAN TO KEEP THE CONTAINER AS A  
MOMENTO OF THE EVENT...

WHAT A THOUGHTFUL WAY OF GETTING THE POINT ACROSS...



## SOME IDEAS OF PAST USAGE OF THIS PRODUCT

**Weddings: We had a ball at Dave & Gerri's Wedding Sept. 12, 2006**

**Country Wide Mortgage: Client handouts, Sponsored out-door events.**

(Thousands ordered over last 4 years)

**APS a large Electrical Arizona Co.: Sponsored out-door events, trade shows.**

**Major Hotel and Gift Shops: We had a ball staying at the Hyatt**

**Everyone has a ball at our resort. Kings Inn**

**We had a ball at Lake Tahoe**

**Hospitals & Medicals: Good health is important to all. FHP**