

Challenge:

Driving steady traffic to your business in a way that is affordable and effective, yet generates an experience that is not soon forgotten.

Solution:

Push down to the grassroots and build a steady business by addressing the needs of local customers who control the ever so valuable word-of-mouth marketing tool that won't let you down. Budget-minded companies should always remember that experiential marketing that uses simple nuts-and-bolts techniques goes a long way in meeting business goals and objectives.

Wellington Promotions uses grassroots strategy to cheer on the home team.

Case Study:

There was no doubt that spectators walked away from recent local sporting events knew that Ford not only was an event sponsor but also was a good corporate citizen in the community. Noise-making and attention-getting promotional products were used to create an exciting and festive atmosphere. The giveaways included spirit noodles, megaphones, pompoms, foam fingers, pennants and hand clackers. All items were clearly marked with the company logo for lasting name recognition.



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