

Promotions that...

DRIVE

Traffic to your door





Choices that tailor your promotion • custom imprints boost brand recall • drive success

The key to generate foot traffic for: • car dealers • banks • retailers • shopping centers
• health clubs • restaurants • hotels • events • fund raisers • and much more



Stock Black & Gold Chests

- A. Pirate King - (23.5"x14.5"x13.5")
- B. Captain Morgan - (18"x10"x8.5")
- C. 402 - (16"x8.5"x9")
- D. 350 - (16"x8.5"x9")
- E. 250 - (13" 7.5")
- F. The Matey - (9"x6.5"x5")
- G. Half-Mini - (4"x4"x4")
- H. Mini - 8"x4"x4")



Stock Natural Wood Chests

- A. Pirate King - (23.5"x14.5"x13.5")
- B. 402 - (16"x8.5"x9")
- C. Long John Silver - (19"x15"x10")
- D. 402 - (16"x8.5"x9")
- E. 250 - (13" 7.5")
- F. The Matey - (9"x6.5"x5")
- G. Mini - (8"x4"x4")
- H. Half-Mini - (4"x4"x4")



Stock & Custom Key Styles

- A. Custom key with custom imprint, shown in aluminum
- B. Custom key with custom imprint, shown in brass plated with rectangular cut-out
- C. Custom key with custom imprint, shown in aluminum with rectangular cut-out
- D. Skeleton Key, shown brass plated. Other colors available.
- E. Custom key available with 6 different key cuts.
- F. Factory double auto key
- G. Brass plated stock key for use in mailings
- H. Zinc plated stock key for use in mailings
- I. Dichromate plated stock key for use in mailings.

• Promotions that drive traffic • Tried & True
• Bring old customers new prospects



Lucite Chests

- A. The Admiral - (16"x8.5"x9")
- B.
- C.
- D.
- E.



Complete Kits Ready to Go Promo

Poster, 100' of pennants, 1000 keys, 25 badges, 25 gift certificates, 25 winning keys, 6 hats, 6 buttons, 1 chest and brass lock



Custom Fulfillment

Installation of keys into your custom mailers, a sure way to draw would-be winners to your door

The key to a successful promotion.

Strategic Planning • Design • Fulfillment • Custom Imprints

That chance to win a treasure never fails to bring both existing customers and new prospects to your door. Source all your custom promotion needs here. All chests and keys custom imprinted to boost brand recall at the point of receipt and contact. We'll place keys in your existing mailing piece or design and produce the piece for you. The key to a successful promotion starts Here.



Imported Wood Chests

- A. The Matey - (9"x6.5"x5")
- B. Half-Mini - (4"x4"x4")



Plastic keys, choice of colors

Lock & Key Promotions



Coinage • Custom Metal Stamping • Die Struck
• Die cast • Die Stamp



We are often asked....

Who buys these promotions? How are they used? Is there anything new? Key & Lock promotions date back to the Civil War, yet they are tried and true. Check out these Creative implementation ideas....

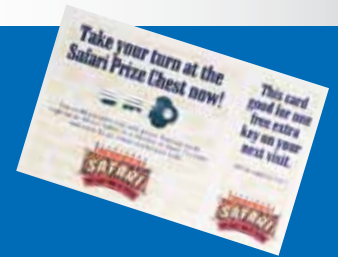
Case Study #1 California Nissan Dealers / Wendy's Restaurant

California Nissan Dealers had us affix 1.5 million keys to game cards which were available at Wendy's Fast Food Restaurants. Participants were invited to bring the key/game card to a participating Nissan Dealer for a chance to win a Nissan Truck. At the dealer, every participant received a Wendy's Coupon Book worth \$5.00 after a test-drive. A Nissan Pick-Up Truck was given away each day for 30 days. Television ads supported the promotion. Response rates for similar promotions have been up to 90%.



Case Study #2 Bennigan's Restaurants Increased Traffic by 46%

Using a Big Games Safari themed promotion, Bennigans offered 6 million customers a chance to win "Wild Prizes" such as an African Safari, a Jeep Wrangler Auto, and more! The promotion was supported by advertising in local newspapers, and radio & TV. The keys were attached to a perforated game card that were delivered by a waitperson. Customers were invited to try their luck, and then to return the following week for a second try. Bennigans experienced a 46 percent increase in business the first week, and a 28 percent increase the second week of the promotion.



Case Study #3 -Fundraising No-Brainer

For a fund raiser, an Alabama Church Group purchased 10,000 keys, and four different locks and chests for four different prize levels. The keys were "sold" for \$1, \$5, \$10, or \$25 depending upon which prize level participants wanted to try to win. \$25 bought a chance to win airline tickets for two on American Airlines to anywhere in the continental US. \$10 could win a \$300 Shopping Spree. \$5 was dinner for two, and \$1 was an instant \$35 cash prize. With donated prizes, the \$600 promotion raised upwards of \$20,000.

Case Study #4 - The Key to Successful Trade Shows and Store Openings

Option 1: Place a bowl full of keys by a treasure chest and invite customers to select a key to see if it opens the lock to win a prize.

Option 2: Mail the keys to prospective customers of trade shows or store openings.

Option 3: Affix the keys to cards with the booth number and prize advertised and insert into the trade show guide, or pass out on the trade show floor. This fun activity is a sure way to build rapport with customers, increase traffic to a booth and attendance to an event.

Mark Promotions liability to buyer under any theory or any claim, shall be limited exclusively to replacement of non-conforming goods, or, at the sole option of Mark Promotions to the issuance of a credit for non-conforming goods returned. Mark Promotions shall in no event be liable for indirect, special, consequential or liquidated damages or penalties. If guaranteed prizes are requested for "games of chance" than we can provide error & omissions policy and or hold harmless agreements for an additional charge. Please specify the value and quantity of prizes for exact price quotation.©



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MEMBER



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