



Client

San Diego Convention & Visitors' Bureau (ConVis)

Situation

ConVis was looking for an inexpensive item that was to be handed out to every traveler arriving at the San Diego Airport (Lindbergh Field) the week of the 2003 Superbowl XXXVII.

Solution

We recommended a unique, low cost, resealable mint pack that was small enough to hand out, useful to visitors and had the capability to hold four color graphics of the San Diego sun logo. A pocket billboard for ConVis!

Results

The mints were incredibly well received. Volunteers loved handing them out because they were fun and colorful. Visitors received a useful item and ConVis was happy with the perceived value for the budget they had allotted for the giveaway. Everyone at ConVis received compliments on the idea and the packaging. It was the perfect giveaway to represent the city with perfect weather!



CASE HISTORY