

leave it behind

Staying Top of Mind

IDEAS: Insurance Agencies, Tax Preparer, Bank, Realtor

Kettner Insurance knows that keeping their brand in front of potential clients over the long run and being front-and-center right when something does go wrong is a key to breaking long sales cycles. Since most people don't look for new insurance policies on a frequent basis, Kettner's marketing team focused their efforts on branding everyday use items with contact information to keep at arms reach.

- A pen representing each agent's business card and sticky note pad were used for just about any situation where long-term exposure is important.
- One of their most popular items, the Vega Softy LED Light Bar, was great to keep around the house, walking the dog or in a glove box for emergencies.
- Wine tumblers were used as a more personal item to assure Kettner's clients that they can relax, while their agents have everything under control.

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