

Case Study #08:

MORE THAN JUST A BUSINESS CARD

IDEAS FOR: Financial Services, Business & Professional Services, Real Estate, Sales Organizations, Personal Branding

Running a successful wealth management business requires financial advisors and other fiduciaries to be patient, build trust, and create top of mind awareness. Sales cycles are typically longer and most often, prospects need time before they are ready to make an immediate investment.

For Century Growth's marketing department, providing unique ideas to stay top of mind for their hundreds of franchisees was challenging, and adding some creativity to their business cards was one way to make that happen.

- Since **writing instruments are kept an average of 6 months** and are used about **3 to 4 times per day,¹** their staying power makes a pen an attractive alternative to the traditional business card that typically gets lost or discarded.
- Century Growth chose the Vision Grip pen due to its **large imprint area** and **4-color process decoration**, which gave them the ability to add critical contact information and a photo of each advisor. Photos, along with the person's name, added both visual and contextual support, helping to **build trust and a lasting impression**.
- The pens quickly became a favorite among advisors due to their longevity and **success in customer acquisition**. Century Growth found that the ROI of the pens in comparison to business cards paid for themselves **in a single transaction**.



Item: #PHG - Vision Grip



Full Color 360° Imprint Area: 3.18" x 1.6"

1. ASI Global Advertising Impressions Survey, 2016.

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