



CAMPAIGNING

Case Study #15:

CAMPAIGNING WITH PENS

IDEAS FOR: Campaigns, Elections, Politics

The political consulting firm 360 Degrees to Win had a wide-ranging clientele. From candidates running for City Council to top government officials and beyond, there were a few marketing tactics the team at 360 recommended for every campaign. One of those tactics was employing candidate-branded pens in their community outreach activities. Known for their comprehensive (360-degree) approach to campaigning, pens had proved to be an effective promotional tool for their clients.



Item: #CLX - Colorem+

- ★ **Made In USA:** 360 was looking for a USA-Made, everyday-use promo item.
- ★ **Priced for scalability:** The team needed a pen that had reliable inventory, could be re-ordered and shipped within 24 hours; and had simple, all-inclusive pricing that made billing their client easy.
- ★ **Custom branding:** Outside of the traditional red, white, and blue, the team at 360 was able to easily customize the pen to match their client's campaign, printing key dates, candidate info, hashtags, and ballot measures on the barrel of the pen.



Full Color 360° Imprint Area: 4.127" x 1.207"

Regardless of voter demographics or party lines, everyone uses pens, making them a universal marketing tool.

