



**THUMBMARK**  
BREWING DISTRIBUTION CO.



# MFG./DISTRIBUTION



Case Study #05:

## STAYING TOP OF MIND

**IDEAS FOR: Restaurants, Food Service, Distribution, Manufacturing, Retail, Business Services, Co-op Programs**

With a goal of increasing awareness of craft beer brands and seasonal flavors, Thumbmark Brewing Distribution Co. developed different marketing programs for their brewers to promote products within their distributed network.

One of their brewer-sponsored programs included a package of 25 stylus pens as a gift with purchase when restaurants and bars purchased kegs of the participating beer.

- The use of iPads and tablets in the food and service industry is widely popular, and a **stylus pen with a large imprint area** was the perfect solution for this program.
- A writing instrument can have **up to 7 owners** during its lifetime,<sup>1</sup> gaining more than **20,000 brand impressions** over the course of its usage.
- The program turned out to be a huge success. The bars and restaurants loved receiving **free writing instruments** and most of the pens “disappeared” into curious customer’s hands. Brewers saw their monthly turn rate on kegs **increase by as much as 40%**.

1. Power of the Pen, PPB July 2012.



Full Color 360° Imprint Area: 3.18"x1.6"

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