Today's Idea for the Insurance Industry

Type of Promotion: Promote Safety
Product(s) Used: Seatbelt Adjusters
Method(s) Applied: Thank-You Gifts

An insurance company wanted to increase safety awareness and provide a thank-you to all of its customers. The company used a seat belt adjuster, by Tag-Master (asi 48500), because of its safety application and its low price. The company distributed the adjusters to all their customers to thank them for their business. The seat belt adjuster keeps a shoulder belt securely over the user's shoulder, not digging into their neck. When not in use, the adjuster stays attached to the seatbelt, displaying the company's logo and safety message. The insurance company was pleased with the results of the promotion, and recipients enjoyed receiving the seat belt adjusters. Customers stated that they wore their seat belts more often because it was more comfortable to do so. The insurance company also received many referrals, since customers would tell their friends and neighbors about this great item.

Choose From the Following Industries for Today's Idea

- Agriculture/Farming
- Civic Groups/Clubs
- Consumer Goods
- Financial/Banking
- Government/Political
- Heavy Industry
- Hospitality/Restaurant
- Institutions/Education
- Media/Publishing/Information Services
- Oil/Petroleum
- Professional Services
- Recreation/Leisure
- Trade/Professional Organizations
- Travel/Tourism
- Wholesalers/Distributors