

CASE STUDY

Distributor Self Promo



END USER: Scott Berry Promotions

OBJECTIVE: Illustrate the creative use of a promotional product and let customers know that during COVID Scott was hugely assessable.

THEME: Relax ... This Berry has you Covered! One year later ... Socially Distant. But Always within Reach.

SPICE: World Tour BBQ Rub / Black Peppercorn

SOLUTION: The first Self Promo we created for Scott was based on promoting the message to his clients that they can Relax while he does the heavy lifting. We used Juniper Berries as the spice of choice as they provide relaxational properties to help you chill. Then COVID hit and Scott wanted to let his clients know he was available and always within Reach! So this called for some new creative! We photoshopped Scott on a mountain, phone and laptop in hand to service all of his clients' requirements, on time and within budget!