

# TARGET markets



# business services

These promo products are **wise investments**.



**46323** | Koozie®  
Slim Triple Vacuum  
Tumbler - 15 oz



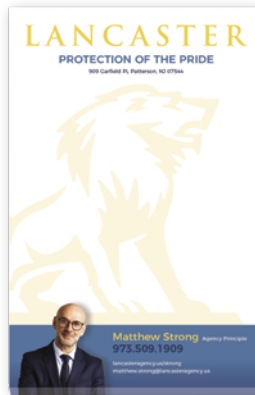
**55773** | Metal Twist  
Stylus Pen



**32472** | SCX Design® Notebook A5  
with Power Bank 4000 mAh



**5323** | 2-Color Stick Up Grid  
English (13-Month)



**NS4A6A25** | Souvenir® 4" x 6" Scratch Pad,  
25 Sheet



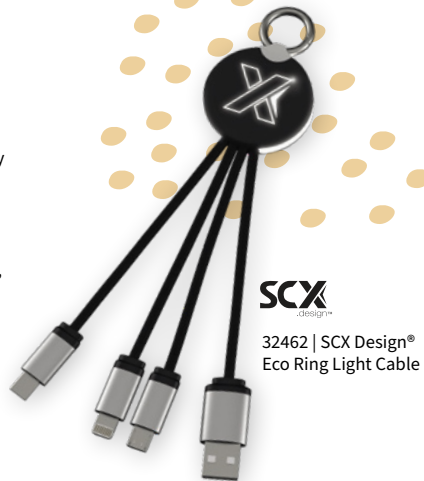
**ICL62** | BIC® Intensity®  
Clic® Gel Pen

## case study

**Client:** cyber security firm

**Purpose:** job fair giveaway

A cyber security firm was hunting for a nice giveaway to use at job fairs and college recruitment events. They wanted to make a good impression given the competition for qualified candidates. They opted for the **SCX Design® Eco Ring Light Cable**. They knew their target audience would put a high-quality, versatile tech accessory to good use, and this cable was on target with its ability to charge up to 3 devices at a time. Extra features were plentiful, too, including the light-up logo that makes the cable hard to miss, recycled materials used in its construction, and the carabiner clip at the top to help keep the cable accessible. Recruiters slipped their business cards into the included pouch and reported higher-than-normal traffic at their booths.



**32462** | SCX Design®  
Eco Ring Light Cable

## who's buying

- Cyber Security Firms
- Mortgage Services
- Accounting Firms
- Credit Card Companies
- Law Offices
- Investment Services

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