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TOP TEN TIPS FOR PROMOTIONS USING EARTH-FRIENDLY BAGS

Stores, shoppers, and regulators are embracing Reusable Bags to reduce the number of bags gobbling resources and clogging landfills. As they become more popular--they are proving to be a great promotional item. Here are ten ideas for reusable bag marketing campaigns:

#1 GIFT WITH PURCHASE

Reward large or frequent purchases with a reusable grocery bag printed with your custom artwork.

Example 1: A small retail store that averages \$50 per sale wants to increase the average dollar amount per sale. They offer a free reusable bag for purchases of \$75 or more. The bags are printed with the store logo along with a message and image demonstrating the store's commitment to the environment.

Example 2: A retail store sells a reusable bag for \$5.00 and offers 5% off everything that will fit inside the bag on subsequent visits.

#2 CHARITABLE/GOODWILL

Raise awareness for a charity by selling reusable bags co-branded with the charity's message.

Example 1: A veterinarian's office would like to support a local animal shelter. They have bags printed with their logo, message and image demonstrating their commitment to the shelter. Awareness about the shelter and the veterinarian's practice is spread every time the bag is used.

Example 2: A large retail chain is a long-time supporter of a nationally recognized cancer association. They sell special-edition co-branded bags. Profits are donated to the non-profit. The program has a ripple effect, as people carrying the bags become walking billboards promoting the cancer association's message.

#3 COOPERATIVE ADVERTISING - COMPLIMENTARY PRODUCTS

Some things go together naturally: Cookies and milk, realtors and lenders. Find a company that shares your customer base and cross promote with a reusable bag.



Reusable bags now come in a range of materials from organic cotton to recycled soda bottles, and a myriad of styles.

Example 1: A realty firm wants to increase their visibility. They team up with a local lender to execute a targeted campaign which involves mailing a flat, folding reusable bag to their top 50 prospects.

Example 2: A small, organic cookie company approaches a nationally recognized milk/dairy company because they advertise a similar commitment to the environment. They cross promote their products with a reusable bag printed with both logos and offer the bags as an incentive to consumers to purchase both items.

#4 COOPERATIVE ADVERTISING - RETAIL PARTNERSHIP

Companies that sell in the same channels partner to create a bag.

Example 1: Merchants in a downtown shopping area create a 'Celebrate Downtown' bag - printed with logos from various downtown shops. The bags are sold at the participating retail establishments.

Example 2: A national cereal brand partners with a large supermarket chain to produce 50,000 special-edition reusable bags. Both logos are printed on the bag and the bags are sold in the stores. Stores benefit by reducing the cost of their reusable bags. The cereal brand benefits by gaining visibility at the point of purchase each time the bag is used. Multiple 'sponsors' may be used to further reduce costs.

#5 TRADE SHOWS, FESTIVALS AND PUBLIC EVENTS

Increase your visibility at shows, festivals or public events—and be remembered long after the events are over.

Example 1: A new energy drink company is sponsoring the city's July 4th celebration. The company gives away a free reusable bag to the first 10,000 people who try a free sample at the event.

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Example 2: A trade show exhibitor wants to identify top prospects and gain insight into their buying habits. They offer a high quality reusable bag in return for completing a brief survey.

#6 RESALE

Add a line of eco-friendly bags to your retail establishment. Sell them at a fair profit margin and show your support for the environment at the same time.

Example 1: A popular, local retail establishment wants to offer a reusable bag at their store.

Customers and employees are invited to submit designs for the new bag. Create a PR buzz with both the contest and the subsequent sale of the bags.

Example 2: A merchant offers reusable bags for sale. By purchasing a bag, customers receive periodic notification of special discounts when using the bag at the store.

#7 EMPLOYEE GIFTS

Boost morale and demonstrate your commitment to the environment by providing free reusable bags to employees.

Example 1: A large insurance company wants to acknowledge Earth Day in a meaningful way. They supply every employee with two reusable bags. Their generosity and environmental message is remembered with each trip to the grocery store.

Example 2: A hospital is looking to conserve energy to save money associated with rising energy costs. They offer a free reusable bag to employees who offer feedback and suggestions that improve energy efficiency. A free bag is also offered to employees who participate in company sponsored green programs like carpooling and four day work weeks.

#8 PUBLICITY

The media and blogosphere loves green content. Generate media attention by offering a large scale reusable bag giveaway.

Example 1: A national brand of natural cleaning products wants to get people talking about them in online communities. They create 3 possible designs to be used in a reusable bag promotion. They invite people to visit their website, vote for their favorite design, and post comments.

Example 2: A radio station gives away reusable bags at an event, then challenges the public to use them. Every time a "spotter" sees a bag being used within the next 30 days, that person wins \$20 on the spot and is entered into a grand-prize drawing.

#9 NEW PRODUCT LAUNCH

Increase excitement about your product launch by packaging it with a free, limited edition reusable bag.



Example 1: A new book about the environment is being released. The first edition ships inside a free, reusable bag, printed with the bookseller's branding.

Example 2: An organic bakery is celebrating its grand opening. Every loaf of bread sold on that day is packaged inside a free, reusable bag with the bakery's messaging.

#10 EVENT SPONSORSHIP

Find an event attended by your target audience and offer to donate reusable bags in trade for sponsorship benefits.

Example 1: An energy auditor wants to create a buzz and generate new business. He approaches the promoter of a local green living expo with an offer to donate free bags to the first 100 attendees. Bags include information about the benefits of a home energy audit. The auditor gains 5 new customers from the event, re-coups his investment and creates a lasting vehicle for his marketing message.

Example 2: A local business wants to improve their image and visibility in the community. They sponsor a bag giveaway at the local farmers market. Free bags printed with the company's logo are given to the first 25 customers to visit the market each week.

Want More Ideas?

Whether you're a small business, nonprofit organization or a national brand name -- Bulletin Bag [.com] has the products, the printing methods, and the marketing savvy to ensure the success of your campaign.

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