



Poker Chip Case Study

Poker chips are perhaps the industry's most versatile product as far as feedback and effectiveness when it comes to promotional use. Beyond Manufacturing has been a leader in providing premium quality, customizable poker accessories for many years to thousands of satisfied customers across the globe. With the ability to print in excellent, one color foil hot stamp or full color processed inlay styles, poker chips can be utilized as a fun and unique business card that clients and consumers are more inclined to place in their pockets and keep. Consumers enjoy the authentic feel when receiving a poker chip and appreciate the fun promotional sense used with it.

Challenge: Free Drink Token

A local store needed a promotional product to giveaway as appreciation to customers at events. The store wanted a token where it offer a Free Drink on their next visit. The giveaway was an important part of the promotion to attract customers into returning to the store again.

Solution: They Ordered Poker Chips

The store decided to use the Poker Chips with Four Color Process with In-House Decal on both sides of the poker chip. The promotional poker chip was imprinted with the store's name, QR Code, and the second side with "REDEEM FREE DRINK", and also an expiration date. The poker chips were given to hundreds of customers during events. The giveaway was an important part of the promotion to attract customers into returning to the bar again.

Result: A Successful Promotion.

The store's customers loved the REDEEM FREE DRINK poker chip token and showed the appreciation by frequently visiting the store. The promotion helped the store grow while providing customers with a nice token. The promotion was so successful the store reorders the poker chips annually.