

Case Studies

What we're doing for our customers...

Comerica/Marketing Promotion

Situation

Comerica wanted to run a national incentive promotion where every customer who opened a new checking account would receive a free gift. They were looking for an item that would fit their budget and carry a high perceived value.

Quantity 100,000 pieces.

Solution

Because of Comerica's schedule, we determined the best solution was to create a custom piece – a piggy bank – overseas. The client provided four different bank concepts, and CMG worked with an approved overseas factory to custom-design the actual prototypes and manufacture 25,000 of each of the four models.

The plastic banks were decorated with a unique water transfer; pre-production samples were created and sent over to the client for initial approval. Once the order was cleared for production, two CMG employees visited the factory for a quality control inspection. Because of CMG's diligence, the banks passed all CPSIA testing – ensuring a safe consumer product. CMG also created custom packaging.

The piggy banks were a quality product, finished and shipped in a timely manner, and all within our client's budget. Thanks to the great service from CMG, our client was very pleased with the outcome.

