

# Object Marketing



The Bobblehead is our team mascot. Its purpose is to be a novelty reminder, provide a conversation piece to generate word-of-mouth and to always keep top-of-the-mind awareness with clients.

Bobblehead



Our tour box is put together for potential buyers during property tours. It is basically a survival kit and includes: dry snacks, sugar free candy, branded mints, an apple and branded water. These boxes are used also for settlements and include the bobblehead, bobblehead flip pad, @ paperclip, t-shirt and a short note from Bill.

Settlement/Tour Box



This piece is used for numerous applications such as follow-up letters, profile packages and Bill Gladstone Group mailings. It helps keep our Web site in front of additional prospects.

@ Paperclip



One of our newest object marketing pieces. This flip notepad captures the simplicity of Bill bobblehead. It is handed it out to customers and clients. This was created to keep our name and image on our contact's desks longer.

Bobblehead Flip Pad



T-shirts are given out at settlements along with a Bobblehead and other items. Each shirt displays the tag line, "Stop Searching," our Web site and NAI branding. We also have branded polos and dress shirts in limited quantities.

T-Shirt

# Object Marketing *(Cont. 1)*



The USB Flash Drive is used as a mode of transportation for any important documents for a specific presentation.

Flash Drive



The Pen and Pad Combo Packs are two everyday items that come in handy for our clients. These are handed out during meetings, events, settlements, etc. It helps keep our name on our clients' desks.

Combo Pack



Visit [BillGladstone.com](http://BillGladstone.com) sticky notes are a friendly reminder to our clients to visit our Web site. These are placed in all our packages.

Sticky Notes



The branded tin of mints is given to clients at events and placed in all tour packages.

Mints