

# Avery Cotton Zippered 3 Piece Pouch Set

CASE STUDY

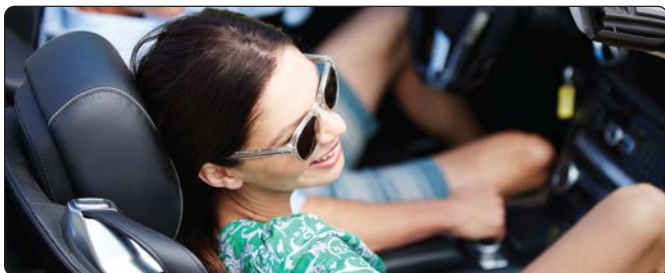
Item #: 6836

**Vertical Market:** Travel and Hospitality

**Product Use:** Gift with Purchase

**Promotion:**

To expand member enrollment, an online travel agency ran a social media campaign featuring the Avery Cotton Zippered 3 Piece Pouch Set. For a limited time, they offered a free pouch set with each new travel booking. The pouches were filled with small travel essentials, as well as coupons and pamphlets for popular tourist spots. The large pouch was printed with a quote about traveling. The medium pouch was printed with the company's logo and tagline. The small pouch was printed with the company's website and the hangtag was printed with the company's social media handles with a "follow us" call to action. Travelers found the gift valuable as they embarked on their vacation.



**Materials:**

8 Oz. Cotton, Coated Canvas

**Dimensions:**

Small: 4"L 5.25"H

Medium: 6.5"L 8.25"H

Large: 9"L 11.25"H

**Minimum Qty:** 50