



# FANNY PACK-N-GO®

WOMEN'S 5107 & MEN'S 9107

## CASE STUDY

**MARKET:** Entertainment

**PRODUCT USE:** GWP (gift with purchase)

**OPPORTUNITY:** A major theme park was looking for a gift with purchase to give as a promotion for season ticket holders. This was their 25th anniversary so they wanted something with a high perceived value that their customers would wear and not just shove in the closet. In the past they had done t-shirts and hats but they wanted something that was more substantial.

**SOLUTION:** The Fanny Pack-N-Go® was the perfect solution because of the versatility (2 in 1) and high perceived value. The customer also liked the idea that their customers would use the style while at the park because of the versatility. Fanny pack by day, jacket by night. The team was so excited about this piece they've added it to their retail assortment for the park stores.