

## "Rock These Socks & Run"



### **Watch Out! Clowns on the streets of Nashville!**

Legal Marketing Association (LMA) had a conference in Nashville where they wanted to promote awareness and a fundraiser for Ronald McDonald House. They supplied clown socks and clown noses to package in these "books" with their message and photos on the cover. 200 attendees received the books. Several dozen of them put their socks and noses on for a 7 AM 5K run through Nashville. It was a blast; for the runners and the observers on the street. It set the stage for a fun, spirited and memorable Ronald McDonald House fundraiser. It's an example of the customer supplying a unique product to package in BookWear®.

Case Studies text and photos posted on the website at: <http://www.bookwear.com/case-studies/>

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April 2017 Newsletter

**"I remain just one thing, and one thing only, and that is a clown. It places me on a far higher plane than any politician."**  
Charlie Chaplin

## Wave Your Flag



Wayne State University president Roy Wilson gave 2,000 little "books" to new students. The front cover had his photo on it and the back had text, "Get Involved at Wayne State University". It had many suggestions for student activities and contact information including the name, phone number and email address for nine primary campus offices, plus the words to the WSU victory song and a note that there are over 400 student organizations on campus and the website for the main directory. Inside the book was a 22" x 36" WSU flag to proudly hang on their wall or door. Wow!! What fun and informative "book" for a new student! It's great marketing for the university to have 2,000 flags adorning students rooms and to wave at sports events.

## "Your Story, Your Future"



The front cover of this book is titled "Your Story, Your Future". The back cover says, "CONGRATULATIONS on your acceptance to Wilson College! When it comes to choosing a college, it's important to find the right fit. Wilson College has helped our students realize their potential and achieve their goals since 1869. We're proud to welcome you to the Wilson community and to help you find your place in the world. This is the opportunity to write your story. This is the time to envision your future. This is Wilson College." Very well said. It was mailed like a postcard to new students. Inside was a bright blue Wilson College T-shirt. *Terrific marketing and recruiting to have hundreds of prospective students advertising your campus to their peers!*