

think pink



Breast Cancer Awareness campaigns

- direct mail needs
- newspaper inserts
- leave behinds
- newsletter article for Fall
- website advertising
- newspaper advertising
- email blasts
- doorhangers



October is Breast Cancer Awareness Month and a great time to help support the cause as well as your company. The demographics who will respond to this campaign is right in line with who your company demographic targets, so it is a nice fit overall.

This is a very personal campaign to Duffy Marketing because Barb Duffy was diagnosed with Breast Cancer on September 24, 2008. She is now cancer-free and is working to help continue to raise money to fund research and raise awareness to stop this horrible disease.

Give a gift saying "thank you" to your customers for helping you donate to a great cause.

Here are several ideas, direct mail campaigns and prices. Call our office to see what other items might fit your approach and budget for this great campaign.



Awareness Grip pen
as low as 69¢ each



Wild Smilez Pen
as low as 60¢ each



16 oz. Awareness Flexi-Bottle
as low as \$1.98



Ribbon Totes
15"x12"x5"
as low as \$1.98



Truck Magnet
8"x16"
\$8.75 ea + shipping
60 in stock

Order before August 31st to ensure items are in-stock and guarantee timely delivery!

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Awareness Roll Stickers

Breast cancer walks and fundraising events provide a great opportunity to present your company brand and connect it with a good cause utilizing custom hats, water bottles and t-shirts to name a few. They can also help raise employee and customer morale.

Duffy recommends utilizing promotional items as much as possible, however, there are also inexpensive ways to reinforce the participation in October without it being branded. We've provided a sampling for you with a few vendors, but of course, there are many options to choose from with these unbranded items:

- orientaltrading.com
- shubee.com
- pinkribbonsshop.com



Awareness Bracelet



Awareness Pins



Pink Shoe Covers



Duffy team Paint El Paseo Pink with General Air

Palm Springs- October, 2013