

# the Product Rocket

## New Product Launch

**Client:** Pacific Silver, Inc.

**Mission:** We worked with National Sales Director Joe Samulis to launch a new line of fashion jewelry for The Trail of Painted Ponies™ brand.

### Trade Ad Campaign and Press Push

- Select issues of trade publications March-December 2006
- Full color half and quarter page trade ads
- New Product Mentions, Press Releases and Features

### Merchandising Programs and Displays

- Three sizes of pre-packs to choose from \$324 to \$1604
- American made wood fixtures in two sizes
- Full color, high quality corrugated POP easel display

### In Store Promotional Material

- Full color 12 x 16 poster 'card' with stand
- Table tent/shelf talker with two different images
- Free Copy of the *Trail of Painted Ponies Collector's Edition* book included with med or large wood display program
- Original War Pony figurine topper with large wood display

### Blast off!

- The new line of 'Spirited Jewelry' hit the stores in May 2006!
- Retailer locator found on the award winning web site: [www.trailofpaintedponies.com](http://www.trailofpaintedponies.com)
- Reprinted version of the Trail of Painted Ponies book to include half page advertisement for the Spirited Jewelry Line

THE TRAIL OF  
PAINTED PONIES

## SPIRITED JEWELRY



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