

# CASE STUDY SKYY VODKA

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## Bottle neck hang tab puts customer's eye on the Skyy.

### Do-It Hang Tab boosts awareness of Skyy Vodka and other product lines.

Skyy Spirits wanted a way to generate interest in its vodka as well as to cross-promote new items in its product line. Attaching free sample bottles could achieve

improves the process of printing on plastic. This delivered the required spot colors as vividly as offset printing on paper. Clear-coating the hang tab protected it and made the colors richer, more vibrant and attention-getting.

▲ *Attaching a free sample using a special Do-It Bottle Neck Hang Tab allowed Skyy Spirits to increase visibility of its vodka and promote its other product lines.*

this, but samples would need to be attached in a way that would grab attention and remain consistent with Skyy's brand image.

To help Skyy achieve this goal, Do-It developed a Piggyback Bottle Neck Hang Tab that attached a small 50 ml plastic sample bottle to Skyy's 750 ml glass bottle. The hang tab was printed to exactly match the cobalt blue with gold lettering of Skyy's distinctive bottle and logo. This allowed the distiller to inexpensively attach a free sample of its vodka or other product while giving all of Skyy's products a consistent look to maintain the company's brand continuity.

Do-It matched the brand colors by using its UV flexo printing process that provides higher-intensity ink pigments and

The hang tab gave Skyy the extra attention it needed on retail shelves. Because of the promotion's success, Skyy distributors across the country have ordered more of the new hang tabs, giving them the flexibility to attach samples for their own regional or seasonal promotions.

For more information and samples of Do-It Hang Tabs, call **1-800-426-4822** or **269-637-1121**. Find the right hang tab for your product online by visiting **www.hangtab.com** or order direct through our new store site, **www.hangtabcatalog.com**.

