



Media Contacts

Pam Baker, *Marketing Copy Writer*
781.535.5511, pambaker@hubpen.com

Case Histories for ASI

The Tri-Care Pen: Hub Pen Item 412 Mardi Gras Jubilee

Which came first the business or the pen? When it comes to Tri-Care Automotive in Baton Rouge the pen! HALO rep Betty Pope has been working with Tri-Care for years, to the tune of 40,000 pens out in the community. Tri-Care owner Lance is a firm believer in brand recognition putting his advertising dollars into the community with ads on bus stop benches, and the very popular Tri-Care pen – Hub Pen’s Mardi Gras Jubilee. The pen proved so popular that people would call the shop asking when they were getting more in. Tri-Care fans also photograph the pens wherever they are found and send the pictures to Lance. Lance decided to create an advertising campaign around the pen, putting it in the hands of the signers of the declaration of independence in a clever TV commercial. <https://vimeo.com/127173099> Betty is glad to keep ordering the pens for Lance and he is glad Tri-Care is number one in Baton Rouge.