

Promotional Item “Magic Travel Mug” ~ County of Northern Lights

Purpose of project: Use the inspiration of our County name to find a unique ways to portray the magic of the Northern Lights.

We found that magic in these amazing travel mugs. (left side of picture). When you add hot liquid to your travel mug, the majestic Northern Lights appear and locally taken pictures of the Northern Lights in our County come to life.

The travel mugs became a way to showcase the enchantment that Northern Lights evoke in people when they first encounter the fairy-tale like dance of lights that takes place in the night skies.

Target Audience: The Travel Mugs main purpose was to promote our County. The Mugs have been included in business attraction packages, gift baskets, auction items, or to thanks consultants/contractors for large scale projects.

Effectiveness: To date this has been the single most asked for promotional item we have. We get call and email requests from people wanting to order them after having seem them, or trying to buy them off of people who won a County Gift basked at an event. We have businesses calling to say how amazing they are, once they filled it with hot water. The mystery of the Northern Lights is most certainly expressed through this promotional item.

Challenges & Changes: In the next round of travel mugs we will move toward a full colour changing travel mug so the effect of what we've done in the three small windows will be emphasised on a larger scale.

