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Audio Case Study #39

Blue Diamond Big Sound Button

When Blue Diamond Almonds wanted to introduce its new Bold & Spicy flavors, it incorporated the iconic TV commercial's Sonic Branding into a Clegg Promo Big Sound Button. The Button was programmed with the catchy festival music from the commercials, as well as the catch phrase, "Zest Fest". The Buttons were sent to retail grocery outlets to promote the new brand flavors. Blue Diamond achieved the result it was after: retailers purchased the new product and gave it preferred placement on store shelves and end-caps.



SKU: #5755

Big Sound Button

50	100	250	500
16.65	16.32	15.98	15.75 (R)

Price includes 1 color 1 location
 Set up charge Pad print \$60V

- Two-in-one message Audio & Visual
- We program your 10-second sound
- Batteries included
- Pushtop activation
- On-off Switch
- Overall Dimension: 4 1/2" dia. x 2 1/4"h.

Available with

