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By Gwen Moran

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Mints for Santa, net service at Sam's Club and more"

Fresh Ideas

Anthony Shurman, president of Yosha! Enterprises in Westfield, New Jersey, could have hawked his **Momints** breath mints as yet another stocking stuffer. But inspired by the movie *Bad Santa*, and a childhood experience with a stinky St. Nick, Shurman (our December 2003 "Almost Famous" entrepreneur), decided to offer free **Momints** to department store and mall Santas nationwide.

As word got out, radio stations started looking for hometown Santa halitosis, publicizing **Momints** with every breath test. The result, says Shurman, 33, was "a spike in sales in CVS and 7-Eleven stores-plus long-term awareness."

"Promotions like this have potential to deliver more impact for the dollar than the typical [seasonal] promotion," says Allan Meyerson, a partner in New York City promotional marketing agency CCM Marketing Communications. He recommends looking around to see how you can tie in appropriately with what's top of mind for customers. The edgier the promotion, the more risk, so be aware of your brand. Above all, Meyerson recommends having a plan to keep momentum going: "Opportunistic promotions are not substitutes for a well-integrated marketing initiative."

Gwen Moran is a consultant and writer specializing in marketing.