

CASE STUDIES VOL. 2

Nine more promo ideas to get you going



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Everyone loves a success story. Everyone wants to see the good guys win. That's how you end up with spandex-heavy CGI-fests smashing box-office records. And it's how you end up with some seriously super-powered case studies.

That's what we have for you here, anyway—a collection of nine more success stories from top industry suppliers on how distributors used their promotional products in brilliant and creative ways. We got the details on standout campaigns in a variety of vertical markets, including hospitals, travel, schools and universities, entertainment and more. It's our hope that these success stories give you the inspiration you need to be a hero for your clients and smash some box-office records of your own.

So go ahead and get to reading. Then get out there and save the day.

BIC Graphic - NEW TALENT ONBOARDING BACKPACKS



An engineering firm was expanding operations in Chicago and planned to hire 300 additional employees for the new downtown office. The firm chose the location due to the high level of talent in the city, but was also concerned about attracting good employees in the competitive market.

The firm's HR department developed a detailed onboarding program that emphasized the firm's forward-thinking culture as a way to stand out from competitors. It chose the Kapston Stratford Business Backpack to carry its onboarding kit because of the modern look, durable material and functional features like the padded laptop compartment and interior organizer.

New employees found the backpacks to be useful during training travel, and the HR department saw a 25 percent decrease in turnover within 90 days of hire after beginning the onboarding program. Based on the positive feedback, the company ordered more backpacks and Kapston Stratford Padfolios for employees at existing locations, plus the Kapston Stratford 22" Garment Duffel for team members who frequently traveled.



Charles River Apparel - HOSPITAL STAFF JACKETS



The end-buyer, a large community hospital, was looking to purchase jackets for employees. The team, consisting of 3,800 employees, needed light-medium weight jackets, and it was essential that the jacket was a unisex style so that men and women would wear it. Through an apparel distributor, the hospital selected the Portsmouth Jacket, a lightweight and breathable full-zip hooded style made from 100 percent Softex Polyester with wind- and water-resistant technology.

Rather than having the hospital estimate the quantities needed per size for all its 3,800 employees, Charles River provided the distributor with internal data—including metrics on how Charles River styles sell nationwide as percentages per size—to help the buyers decide on the sizes. In addition, Charles River showed the distributor how to look up sizing measurements for each style on Charles River's website so that it would have access to all relevant information.

This process made it dramatically more manageable for the distributor to forecast and feel confident it was supplying the best sizing distribution for the bulk order. After the order was complete and the jackets were given out to all 3,800 employees, the hospital's committee members told the distributor that they have never had such success outfitting with correct sizes, which they attributed to the information offered and provided to them.



Hit Promotional Products - COLLEGE BOOKSTORE BAG PROGRAM

A large metropolitan community college bookstore wanted to feature a reusable shopping bag for students who shopped there. The goal was to try to get students to purchase the bags, then bring them back to the bookstore on future shopping trips to cut down on single-use plastic bags. The price of the disposable plastic bags was continuing to go up, becoming a larger expenditure for the store.

The buyer at the bookstore said that in order for the students to want to buy and re-use one of the bags, the bag had to have graphics that would catch the eye. The buyer enlisted the aid of some of the school's art students to develop a full-color graphic incorporating the school mascot, the bookstore and the campus. The store selected the design a consensus of its workers thought would be most popular, and had it placed on Hit Promotional Products' Non-Woven Shopper Tote. Along with this bag, the bookstore would offer a 10 percent discount on any purchase for students using the bag. If the bag was more than half full, the store would offer a 15 percent discount.

The results were tremendous. The bookstore went through 2,500 bags in the first three weeks, selling them at cost. Students loved the unique school design and the discounts from using the bag. The bookstore manager has been getting volunteers and unsolicited submissions of new bag art for the next run. The buyer is planning on this concept for backpacks, and is considering using the Hit Sports Bag With Front Zipper in the same capacity and functionality. The shopping totes have become must-have items.



Drum-Line - TOURISM BOARD WELCOME JOURNALS

A city tourism board chose a high-quality journal to aid in their campaign to draw new residents and businesses to their city. The journal included an elegant debossed cover in a coffee bean color with a leather-like feel to tie in a Southwest vibe. A full-color insert sheet included a note from the mayor and pictures of city events from the past and present, lending a personal feel to the journal. Custom sheets with a memo and date area make it unique.

The journal can be included in welcome packets to individuals and businesses inquiring about the locale, and is an upgrade in presentation over the typical brochure.



DRUM-LINE
The Complete Source for Paper Products

StrombergBrand - LAUNCH KIT UMBRELLAS

CBS All Access, the on-demand streaming video service from CBS, was working with creative agency Lapevity to produce 150 launch kits for a new series, "Tell Me a Story." The kits would come in a custom-made box with a printed show guide and various promotional items, and would be delivered to major press outlets and PR firms in Los Angeles and New York in advance of the show's launch.

For one of the items inside the kit, the CBS team wanted a branded umbrella printed in multiple locations with inside and outside prints. The inside print was especially important, as it tied in to the show. The creative agency turned to StrombergBrand, who helped with the imprint options and kept the project on schedule for a fast turnaround. CBS ordered 1,000 umbrellas for general give-aways and 150 for the limited-edition PR kit, and was thrilled with the results. "Working with Dan and team at Stromberg was a first class experience," said Steve Lapensohn of Lapevity.



Warwick Publishing Co. - DUAL-PURPOSE GREETING CARDS (ON A BUDGET)

A wellness center wanted to thank the 2,500 people who participated in a bike ride to raise money for a cause, as well as to remind them of the date for the next year's event. The center had a budget of \$3.00 per item. The distributor selected a Warwick award-winning custom full-color printed holiday greeting card with a photo of the event start on the front and a "happy holidays" message. Inside the card there was additional copy regarding the success of the event and a Warwick Value Stick Calendar with a reminder to "Save the Date" for the following year. This accomplished both goals of thanking each participant and reminding them of the next event, with the added plus of a holiday greeting.

The 2,500 custom greeting cards were priced \$1.75 (A) and included free mailing envelopes. The Value Stick calendars were priced at \$.60 (C) each. The wellness center had volunteers insert the calendars into the cards and envelopes, and shipped under its nonprofit bulk-rate postal permit, allowing it to save on postage costs. The total price including inserting, addressing and postage was \$2.85 each, under the \$3.00 budget.

The program is on its third annual re-order, and due to its success the plan is to repeat it again this year. For the distributor, this resulted in a total order of \$5,875.00 with a profit of \$3,087.50, with several easy re-orders.



Quikey Physical Advertising - UNIVERSITY LANYARD ALTERNATIVE

A university was looking for a product under \$1 that would generate a high volume of daily impressions and would remain in use for months or even years. The university intended to distribute the product to new and existing students, university staff, alumni and visitors to the school. The distributor recommended Quikey's four-color process print Slider Key Tag (a patented design), based on consistently great client reviews for the product from inside and outside the education market.

Most schools and universities are proud of their colors and branding, and want to display them for maximum visibility on high-quality products. The Slider Key Tag offers full-color printing on two wrap-around locations. The outside loop is frequently used for brand exposure or call to action in combination with school colors and graphics. The inside loop can include step-and-repeat graphics, mascots or school colors. The lanyard-style product can be worn on the wrist for hands-free use, and the flexible material won't leave marks on phones or other valuables. As an added bonus, the Slider Key Tag can also be personalized to the recipient for a small upcharge.

The university customer loved the item for the price point, utility and graphic capabilities. As an alternative to the traditional neck-worn lanyards, the school handed out the items at student orientations, to faculty and staff members and to parents of students, who began adding their keys to the new product as a show of pride and support for their new university students and their school of choice.



Goldstar - BUILDING BETTER BUSINESS CARDS

Running a successful wealth management business requires financial advisors and other fiduciaries to be patient, build trust and create top-of-mind awareness. Sales cycles are typically longer and, most often, prospects need time before they are ready to make an immediate investment. For Century Growth's marketing department, providing unique ideas to stay top of mind for its hundreds of franchisees was challenging, and adding some creativity to its business cards was one way to make that happen.

Writing instruments are kept for long periods of time and used multiple times per day, and that staying power makes them an attractive alternative to the traditional business card that typically gets lost or discarded. Century Growth chose the Vision Grip pen due to its large imprint area and four-color process decoration, which gave the company the ability to add critical contact information and a photo of each advisor. Photos, along with the person's name, added both visual and contextual support, helping to build trust and a lasting impression.

The pens quickly became a favorite among advisors due to their longevity and success in customer acquisition. Century Growth found that the pens, in comparison to business cards, paid for themselves in a single transaction—a significant ROI.



JournalBooks - FULLY-LOADED TRAVEL KEEPSAKES

A big-name motorcycle company sponsored a motorcycle tour of Florence, Italy, and needed ideas for a journal that travelers could easily carry along on the trip and use as a keepsake afterwards. The company wanted a journal that had a luxurious feel, was user-friendly for quick reference, and would be memorable enough for recipients to keep and share with family and friends.

The distributor worked with the JournalBooks Creative Team to decide on the perfect type and size of jotter. After a little research and creation of three virtual choices, the client chose a 4x6" jotter with a flexible cover in a textured leather-like style. The custom common filler paper was designed in a travel-diary style—perfect for taking notes, jotting locations and describing the beautiful places the travelers visited. In addition, the JournalBooks team and the distributor tapped into the client's print budget to create a more valuable promotion. Instead of providing separate maps and travel brochures, the distributor put that budget toward the journal to print multiple inserts in the jotter. This saved the motorcycle company money and allowed the distributor a larger spend budget to really make the item stand out. The full-color inserts included itineraries, location information and a fold-out map. A black satin ribbon bookmark was included to mark the travelers' place in their journey throughout Florence, so they could pick up where they left off.

What started as a giveaway turned out to be much more: a gift for the travelers that became a special keepsake of fond memories of their journey. The motorcycle company could not have been more pleased with the promotion.



WHEN THE MESSAGE MATTERS



WHO WE ARE



Promo Marketing provides engaging and authoritative coverage on industry trends, sales and marketing strategies, and the latest news for promotional products distributors and suppliers. Our goal is to connect our readership with cutting-edge solutions and provide stories of success that will drive the future goals of their organizations. Our magazine, website, e-newsletter and multimedia content offer a one-stop shop for information and insight into the promotional products industry.

NAPCOMEDIA

NAPCO Media, Promo Marketing's parent company, is a leading B2B media company specializing in creating community through content via integrated media programs, video services, marketing services, events and event management, custom content, eLearning and market research. NAPCO Media has rapidly expanded its portfolio to include NAPCO Video Services, NAPCO Events, NAPCO Marketing Services and NAPCO Research.