

## Case Study

Revised February 2013



HDI 11 oz Mug  
#DANBG01

**\$2.75<sup>c</sup>**

### The Backstory

A leading pharmaceutical company was celebrating its Global Health Program's 10th anniversary. The signature corporate volunteer program fostered fellowships internationally amongst strategic partnerships and encouraged cross-polinization of expertise across organizations.

After the fellowships ended, the teams wished to provide personalized gifts thanking the volunteers for sharing their time and knowledge.

A promotional products distributor was brought in and asked ADG to consult. The HDI 11 oz Mug was suggested as an option.

### The Challenge

- To provide a high-end, versatile product that could be creatively personalized

### The Solution

The HDI 11 oz Mug covered all requirements and then some! Each mug included a picture/name of the individual volunteer on, a list of their contributions (like time spent per location). It also included, of course, a short "thank-you" note... hand-written but digitally printed.



The mugs were a fantastic reminder of my time spent abroad, helping out our counterparts at other organizations.

- Jimmy Yu

Research Scientist/Volunteer