Case studies

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| **Business And Travel Bags**   |  |  |  | | --- | --- | --- | | http://www.southernplus.com/images/7226_The%20Messenger_Grey-Black%20w%20logo.jpg |  | An industry leading software developer was launching a new ERP system (code name Platinum), and as part of that launch plan and rollout they needed to bring their sales force together for a training/launch conference. They determined that in order for their sales force to demonstrate this software effectively to their clients, they were going to need new beefier laptops. As part of the overall branding, they also decided to provide a laptop case to each sales rep to carry the new laptops in. This would give the reps a uniform look that matched the branding they were looking for. They wanted these new cases to have the logo of the new software on them so the world could see it as the reps traveled to meet with clients. They wanted to find a case that was sharp and trendy in design (almost futuristic) and if possible, was grey (or platinum), but in order to fit this in the rollout budget, needed to be in the $50 range in price. They selected [*The Messenger (7226)*](http://www.southernplus.com/promotinal-the-messenger-7226.php) from Southern Plus. This messenger-style case had all the features, quality and durability they were looking for, but most importantly, had the look they were seeking. They selected the Grey/Black because of its unique and striking color combination. The mostly “platinum” flap allowed for a large decorating space, enabling them to maximize the logo size, and ultimately the brand impressions they would make.  When the reps arrived for the training/launch conference, they were presented with the new laptops in their new cases. They were a big hit, and have been used effectively since. |   **National Safety Month**  A fortune 500 company was looking for ways to reduce workplace accidents and employee sick days. Studies showed that employee health and fitness could be directly tied to these two areas of concern. First they partnered with nearby fitness centers to offer significant discounts for company employees. Next they added a nutrition and fitness tracker and reward system on their companywide intranet to encourage and incent employees to eat right and track fitness results. At specific milestones, they were rewarded points they could use to redeem for an assortment of lifestyle gifts.   The company wanted a cost-effective gift to give to every employee to launch the new initiative companywide. They chose the [*Gym Buddy (5013)*](http://www.southernplus.com/customized_gym_exercise_insulated_cooler_bag_5013.php) from Southern Plus. This mini-cooler is the perfect companion when working out, providing an insulated pouch for two bottles of water, an attached metal ring for your fitness towel, a metal carabineer for your keys, and a valuables pocket for wallet and membership card. The printed Gym Buddies were the proof that the Fitness centers used to activate their discounted memberships.   The Gym Buddies were a hit with the employees, used during workouts as well as a multitude of uses in their daily lives. The company reported a 56% reduction in workplace accidents, and a 68% reduction in sick days in the year that followed, and continues in the same trend today.  **Folding Bucket**  A popular car care brand was looking for a promotional gift-with-purchase item that could be bundled with their products and would add value to their suite of products. Our solution was the [*Folding Bucket (5038)*](http://www.southernplus.com/promotional_folding_camping_dog_bucket_5038.php) combined with the [*Fingertip Towel (9106)*](http://www.southernplus.com/fingertip-towel-hemmed-9106CQ.php) from Southern Plus. The leakproof, collapsible bucket can be folded flat and kept under the seat of their car when not in use and filled with their detergent and water to clean their vehicle wherever they might be. The fingertip towel can be used to wash or dry the vehicle. This unique combination gift (under $10) was given as a gift when the consumer purchased their full detailing kit (including detergent, grease remover, tire shine, wax and stain fighter). The consumer was incented to spend over $50 to get the entire product suite, and was rewarded with the additional two items. Their past point of sale strategy included discounting up to 25% off the products. This would be equivalent to a 20% discount, but add value and branding opportunity. The giveaway was a success increasing seasonal sales by 42%, and gave additional branding (on the two items) that could be used in many other ways, increasing brand awareness.  **Booster Club**  The 120 [*Stadium Seat*](http://www.southernplus.com/imprinted_advertising_stadium_seat_9007.php) was purchased by a school booster club initially as a gift to their top membership level. The seats could soon be seen at all the school games, resulting in requests from the teachers, students and parents on where they could buy the stadium seats. The booster club therefore ordered more of the stadium seats and started selling them at home games, generating additional profits for the club.  **Teachers Appreciation Gift**  The [*9001 Sweatshirt Blanket*](http://www.southernplus.com/imprinted_stadium_sweatshirt_fleece_blanket_9001.php) is the perfect teacher appreciation gift. It can be used for athletic events at the school where the teachers can show off their school spirit with the oversize imprint on these blankets. However, it can also be used at home while snuggling in front of the fireplace or on a weekend picnic. The versatility of the blanket, in that it can be used both indoors and outdoors, and being unisex makes this a winner!  **Cheer/Dance Squad**  A high school cheer squad received the [*7041 Getaway*](http://www.southernplus.com/promo-large-getaway-tote-7041.php) Duffel to carry their athletic clothes back and forth to practice. It’s design is small enough to fit into the locker but still large enough to fit all the gear and then some. It’s fashionable and durable crinkle-nylon material makes the duffel nearly indestructible while keeping up with appearances. The school decided to go all out by adding some extra bling to the bag and ordered our Dazzle Imprint rhinestone decoration. This bag quickly became the object of desire at the school!  **Resort Destination Welcome Gift**  Objective: A Fortune 500 company was planning an exclusive trip to reward their top sales producers (and spouses). They were struggling to come up with a creative and appropriate **welcome gift for the female reps or wives.** It needed to have a high perceived value, tie into the event theme or island/beach amenities, be useful during the event, and be easy to bring back home.  **Solution:** The [*Bayview Tote*](http://www.southernplus.com/customized_stripped_babyview_totes_7012.php) and [*Matching Sarong Wrap*](http://www.southernplus.com/imprinted_baby_wrap_9030.php) from Southern Plus, silk-screened with the Resort and Event Name. Each arriving woman found this colorful tote and wrap on their bed, filled with appropriate sundry items, and with a note that read: “Please use this tote and matching sarong wrap during your stay at the resort. You’ll find it useful when visiting the Resort Spa, Pool, or Private Beach. It is yours to keep. Bonus: The woman who wears the Sarong Wrap in the most creative, innovative, (and tasteful) way will earn an additional gift. There are over 20 known ways to tie/wear a Sarong Wrap. Maybe you’ll come up with a new way. Enjoy."  The bag was the perfect item to accompany them on any activity or excursion at the resort, and held other useful items nicely. The Sarong Wrap contest created a fun, playful competition with the ladies; encouraging interaction, sharing of ideas, and camaraderie. Needless to say, they were the hit of the event, and were worn by most of the women and seen everywhere from poolside as a cover up to an elegant dress in the dining room.  **Charity Golf Tournament**  **Objective:** A leading charity was looking for **ways to make their annual golf tournament**, (silent auction and banquet event) **more memorable and exciting** to the participants. The event attracts high dollar corporate sponsorships and affluent philanthropists. With so many competing golf events and with their goal of setting a new record for money raised they were seeking ways to make this event particularly unique and set the tone for remainder of the evening activities.  **Solution:** [*The Umbrella Plus (UP-62)*](http://www.southernplus.com/golf_tournament_putting_umbrella_UP_62.php) from Southern Plus; a 62” arc golf umbrella that quickly inverts to become a (PGA certified) pitching and putting target when you set it on the ground. They purchased 36 of these innovative umbrellas, had them imprinted with key sponsor names, and put two on each tee box on the course as tee marker alternatives. While each group of golfers was waiting on the group ahead of them to clear, they got 3 chances to chip a ball into one of the umbrella’s target holes. When a golfer made a chip in one of the holes, he dropped his name card into the pocket, and won the umbrella. It created a competition within the competition, allowed golfers to further hone their skills, and made good use of some otherwise “dead” time during the tournament. Any umbrella that wasn’t won during the event was raffled off to the participants that failed to win one on the course.   They surpassed their fundraising goal, had a very memorable event, and said many of the golfers are still vying to win one at next year’s event. Looks like some reorders are in order.  **Food and Beverage Customer Loyalty**  **Objective:** A national **restaurant and sports bar** chain was looking for ways to **increase customer loyalty**. They also wanted to attract a younger demographic in certain areas of the country, and try to keep them in their establishment longer, creating more opportunities to increase revenue per customer.  **Solution:** The [*Folding Bucket (5038)*](http://www.southernplus.com/promotional_folding_camping_dog_bucket_5038.php) from Southern Plus was used as a means to sell and serve “buckets of beer”. It is a collapsible canvas bucket that folds completely flat and can be stored away in its own cinch sack. It is water-tight, and can hold up to 6 beer bottles and ice. They would sell 6 beers in a bucket for $30, and the customer would get to keep the bucket. When brought back on future visits, they would get the bucket filled with 6 beers for $25. It created an instant value for the customer, and encouraged them to use it over and over again. It added a sense of membership by calling it their “bucket list, encouraging patrons to “join the club”. They found their traffic increased significantly as people would typically invite friends to split a bucket of beer, which encouraged larger groups. They reported an increase in college age patrons and an increase in revenue per patron.   **Bonus:** To offset the cost of the Folding Buckets, they selected a specific brand of beer to focus sales on, and imprinted the beer brand on the bucket (opposite the name of their establishment). They then asked that beer brand distributor if they’d like to double their sales of that brand in the next year. They got the “beer brand” to pay for the buckets out of their marketing budget, adding no cost to the chain. It instantly became free brand awareness and loyalty for the bar.  **Self Promotion / Leave Behind**  **Objective:** A top 20 promotional products distributor was searching for a meaningful leave behind item for their reps to **use as self-promotion**. They wanted something useful that the customer/prospect would utilize, and **that might have multiple functions**. They didn’t have a large budget, but wanted something that would have a higher perceived value.  **Solution:** The [*Drink Caddie (5014)*](http://www.southernplus.com/promotional_picnic_drink_cooler_bag_5014.php) by Southern Plus is an open six pack cooler with 6 separate compartments for drinks, and one center channel for an ice block, and an outer pocket on two sides. We recommended they put a different category of promotional product (from other suppliers) in each compartment, and some brochures and a business card in the pockets. We imprinted their company logo on one side, along with their website. It would be the perfect way to showcase new and innovative items that the distributor could provide to the client. They selected a drinkware item, promotional water bottle, writing instruments, a crystal piece, electronic item, an edible promotion, and a journal book. They got other suppliers to donate the items as samples because it was in their best interest to get their samples into the client’s hands. It made a very impressive presentation that the reps would leave behind (primarily for new accounts). They reported an extremely high response/order rate from clients who received them.  **Breast Cancer Donor Gift**  **Objective:** A national fundraising organization focused on **Breast Cancer Awareness** was seeking **unique donor gifts** they could use for donors that gave over a certain dollar amount to their cause. They were challenged to exceed last year’s raised funds, and wanted to give this extra-special gift to reward donors for digging deeper. It needed to be unique, functional, practical, memorable, and provide added awareness messaging that would be seen over and over by the recipient as well as others around them when used.  **Solution:** While Southern Plus had over 25 pink items to offer this organization, the [*Pink Ribbon Umbrella (FPR-43)*](http://www.southernplus.com/promotional_designer_umbrellas_FPR_43.php) was their choice because of its unique “wet print” technology. This pink, folding, auto-open, 43 inch arc umbrella reveals a hidden all-over imprint of the pink breast cancer ribbon when wet. So once it starts raining, hundreds of pink ribbons magically appear and cover the entire umbrella. While “The Cause” was imprinted permanently on one panel, the added surprise of the ribbons made a memorable impression. Their donors were so pleased with the gift, that the organization has put it in their national program.  **School Fundraiser**  **Objective:** A high school was looking for ways to **raise money and sell season tickets for their upcoming Football and Basketball seasons**. They had some significant debt from opening a new (larger) stadium, and needed to not only fill the seats, but help pay for them. Their Booster Club knew their normal season ticket price was not going to get it done. They needed to dramatically increase prices, but wanted to add value to offset it.   **Solution:** They selected three items from Southern Plus to use as gifts with purchase for five levels of participation; the [*Padded Strap Sack (7031)*](http://www.southernplus.com/promotional_padded_mesh_backpacks_7031.php), [*the Sweatshirt Blanket (9001)*](http://www.southernplus.com/imprinted_stadium_sweatshirt_fleece_blanket_9001.php), and [*the Stadium Chair (120)*](http://www.southernplus.com/promo_stadium_chairs_120.php). To setup, they allotted ample, “prime” seating sections for corporate sponsors and VIPs, and created various other sections with variable price points to suit every budget (much like the professional stadiums do). They offered the Strap Sack for the gift with purchase for first level participation, the Sweatshirt Blanket as level two, the combination of the two items for level three, the Stadium Seat for level four, and all three items for level five and corporate sponsors. They sold mores season tickets than ever before, and at three times the price! All three items were also made available for sale at all the games as a fundraiser. These were the best selling items in the schools history! The blanket doubled as a team banner at the games, and could be folded, inserted into the strap sack and used as a warm seat cushion (for those who didn’t have the stadium chair.) The same model was used for the Basketball ticket sales as well. The School was particularly pleased at the way the items all worked together to solve a need for the fan/ticket holder, and ultimately the school! |