

CASE STUDY: Healthcare Workers' Gifts

SALE TIPS!

.....
See how we can help you build your next promotion!

A regional hospital realized that their healthcare staff was getting worn down and demoralized, and wanted a way to lift their spirits. They came up with a creative solution with a fun twist.

The hospital selected a box of honey roasted cashews (RPD103) to present groups of healthcare workers. Included in each gift box was a code to download a fun, energetic music playlist curated by the hospital. With the playlist, the hospital also issued a challenge to record their best moves and post them to TikTok.

The challenge helped the staff de-stress in a fun way, with lots of laughter and connecting.



Challenge:

A hospital needed a way to improve the morale of their healthcare staff.

Solution:

The healthcare staff was given a gift box of gourmet treats that included a code to download a music playlist curated by the hospital and a note challenging them to post their best moves to TikTok.

Result:

The nursing staff was able to have fun and de-stress.

www.mapleridge.com
hello@mapleridge.com