



CASE STUDY: EVENTS GONE VIRTUAL

SEE HOW WE CAN HELP YOU BUILD YOUR NEXT PROMOTION

A home medical equipment company was planning for an annual event that was going virtual for 2020. They needed a gift that was economical and able to be easily shipped during the summer, while also maintaining the feeling of the physical event.

To fulfill these requests, Maple Ridge Farms worked with the distributor to produce a package that would ship to the attendees of the virtual event. Each individual would receive a chocolate chunk cookie (Item CL#1201) that could be shipped during the summer without extra packaging or ice. The cookie would also come with a full-color label on it to promote the event and give the recipients the feeling that they were actually there. In the end, the recipients were extremely happy to receive a treat as they had in previous years, and the company was able to promote their event in a very personal way.



CHALLENGE

A home medical company needed an economical party favor to be shipped over the summer to multiple locations.



SOLUTION

Our classic chunk cookie could be individually labeled and drop shipped to beat the summer heat with no special packaging required!



RESULTS

The company stood apart from the competition by sending a treat to each of the virtual attendees.