

Insurance Agencies



Case History

Type of Organization: Insurance Company
Goal of Promotion: Corporate Client Gifts
Product Features: CRH5277
Case History: A Texas Insurance Company was looking for a larger gift for their corporate clients to remember 'cherished occasions' with. They found our Home-Style Cookie and Brownie Basket was perfect for the variety of occasions. From a gift to a newly married couple or new home owners, or congratulations on a new baby, the versatility made the gift basket ideal!

Type of Organization: Insurance Company
Goal of Promotion: Referral Gifts
Product Features: BPD121
Case History: A San Francisco Insurance Company had an internal contest with their agents in an effort to increase business. Each agent was supplied with our delicious Signature English Butter Toffee in a gourmet gift box bearing the company's logo. The agent's initial task was to send a follow-up thank-you note to each client and include 5 of their business cards. The note asked the client to hand out the business cards if they were happy with the company's service, and added that in return they'd be sent a sweet reward. The insurance company was overwhelmed with the increase in calls to their agents and the small touchpoints in customer service truly secured a stronger relationship with their current clients.



Type of Organization: Insurance Company
Goal of Promotion: Tradeshow Handouts
Product Features: CL1201
Case History: A Memphis Insurance Agency was attending a local Chamber of Commerce event and decided they wanted to remind clients of the importance of insurance. They decided to go with a traditional and delicious chocolate chip cookie with the message, "We have the recipe to keep your family safe!" and their logo and phone number.



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