

Freight & Transportation

Case History

Type of Organization: Freight Forwarding Company
Goal of Promotion: Years in Business/Relationship Builder
Product Features: TR2024
Case History: An East Coast Freight Forwarding Company was celebrating 50 years of service and wanted to thank all of its partners and customers. They chose the Tractor-Trailer filled with delicious gourmet treats and bearing the company logo along with the message, "Continue to deliver exceptional service for another 50 years!"



Type of Organization: Auto Dealership
Goal of Promotion: Thank You for Purchase & Ask for Referrals
Product Features: NPD102
Case History: Each month the sales manager sent over a the list of the new car buyers to the distributor, who then sent it on to Maple Ridge Farms. Each new car buyer received a box of Fancy Cashews, and on the box were two words: "Thank You!" The dealer's logo was discretely branded on the other side of the box, and enclosed in each was a note from the dealer thanking them for their business and asking them to pass along their service experience to any friends or family who might be interested in a new or used automobile.



Type of Organization: Automotive Parts Manufacturer
Goal of Promotion: Trade-Show Traffic Booster
Product Features: K102
Case History: The manufacturer's objective was to increase booth traffic. A wooden collector's box with a Matchbox truck of the new model and a box of Extra Fancy Jumbo Cashews was placed in each salesperson's hotel room before their arrival at the show, with a note, "Visit us at booth #4323." The nostalgic gift was imprinted with the manufacturer's logo and a line drawing of the new truck. The promotion was extremely successful, and the auto-parts distributors showed up in droves.



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