



CASE STUDY:

WORK FROM HOME GIFTS

SEE HOW WE CAN HELP YOU BUILD YOUR NEXT PROMOTION

A construction industry insurance company was priming to hold their year-end company meeting with insurance partners across many states. Typically, they met in person for a multi-day conference and event but that wasn't going to happen mid-pandemic. As it became a virtual event, they wanted to send something special to each attendee to really embrace "meeting from the comforts of home".

The solution was a custom kitted gift that would include custom items, including a journal, a mug, pens and highlighters, a hoodie and flannel lounge pants (both size-matched to the recipients), a gift card to a meal delivery service, a detailed meeting itinerary packet, and a personalized note card. To top it off, they included a red gift box of trail mix imprinted with the company's logo and a bag of coffee. The initial gifts went to 40 attendees of the event in October. They loved it so much that they followed up with a similar gift set for their yearly board of directors meeting in December.



CHALLENGE

An insurance company wanted to send a gift for a virtual year-end meeting that embraced "the comforts of home".



SOLUTION

The company sent Maple Ridge additional items to kit with our gourmet treats and drop ship to 40 attendees.



RESULTS

The packages were so well received that the company placed a similar order for the later meeting of the board of directors.