

CASE STUDY: Kitting Gifts

SALE TIPS!

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A local music producer and a brewery were preparing for events in three cities, only for them to be canceled due to the COVID-19 pandemic. After considering their options, they determined that the events should go on as a telecast, but needed a way to entice the canceled events' ticket holders to attend. What better way than delicious food in a themed gift?

The companies selected a variety of items to provide in the gift, including koozies and an ice bucket, each item cobranded with the companies' and event logos. The items were shipped to Maple Ridge Farms, where they were kitted with a variety of delicious treats. The completed gifts were shipped directly to each ticket holder.

The gifts built excitement for the telecast and attendance turned out much higher than anticipated. The event was epic!

Challenge:

A local music producer and a brewery needed a way to intrigue ticket holders in a telecast being held in lieu of three canceled events.

Solution:

The companies sent themed products to Maple Ridge Farms to be kitted with gourmet food and sent to each ticket holder.

Result:

The ticket holders were excited by the gifts and the event was a smashing success.

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