

CASE STUDY: University Virtual Orientation Gifts

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Universities across the nation are preparing virtual orientations for incoming freshmen in the Fall 2020 semester. One university wanted to provide a gift to each new student for their orientation to help engage them in the orientation and their future education.

Working closely with their distributor, Maple Ridge Farms helped develop a gift to kit and ship directly to each student. Included in the gift is a variety of items imprinted with the university's bulldog mascot and logo, including fun snacks to help keep them fueled, hand sanitizer on a carabiner, a pennant, a water bottle, energy drink mixes, and a coupon for their first visit to the campus bookstore. The gift also includes a card that reads: "No matter where you are, you will always be a bulldog."

When orientation day comes, the students will be prepared to share their school spirit while they're energized by the snacks and drink mix.

Challenge:

A university wanted to prepare for virtual freshman orientation by providing a gift to make sure each new student felt welcome and excited to be starting their new journey.

Solution:

Their distributor and Maple Ridge Farms worked closely together to develop and kit a gift including gourmet treats with various logoed products.

Result:

The students will be prepared on orientation day to show their school spirit while staying energized and attentive.

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