

Type of Client/Industry:

Hospital/Healthcare

Target Audience:

Hospital Employees

Primary Objective:

To resell custom imprinted products to employees and give the proceeds to the hospital cancer foundation

Strategy and Execution:

We worked together with the client to select products that would be desirable to employees and have a realistic markup based on retail pricing to allow the most proceeds for donation.

The products selected were a stainless steel tumbler and a retail-inspired t shirt. The client used an internal promotion for the month relative to cancer awareness that allowed a discounted price for refills in the hospital cafeteria when the tumbler was used, as well as allowing employees to wear the designated t-shirt every Friday during the promotion month. This provided an extra incentive for employees to purchase these items.

Results:

Both items were extremely popular with employees, which maximized the amount of money raised. A total of 650 tumblers and 1,750 t-shirts were resold to employees and raised close to \$20,000 combined to donate to the hospital cancer fund.

