

Type of Client/Industry:

Retail

Target Audience:

New Employees



Primary Objective:

To offer a meaningful welcome gift that promotes a sense of belonging and enhances employee engagement and loyalty.

Strategy and Execution:

To select high-visibility and functional items such as this journal and tumbler to ensure that the brand remains present in employees' daily lives, reinforcing company loyalty.

Results:

Enhanced Engagement: Thoughtful gifts help new hires feel welcomed and valued, fostering brand connection from day one.

Improved Retention: Employees who feel appreciated stay longer.

Boosted Productivity: Journals facilitate planning and goal-setting, while tumblers promote hydration and wellness, both of which enhance productivity.