

PACKED WITH PURPOSE

THE CUSTOMER: A Global Talent and Entertainment Agency



THE CHALLENGE

Provide a unique gift for a client's annual conference, so that attendee's welcome gift would reflect the themes and ethos of this executive women retail gathering.

OUR SOLUTION

The Packed with Purpose team worked closely with the talent and entertainment agency to customize a unique gift in a limited time frame.

Each gift included hand-picked products that positively impacted women across the U.S. in order to embody the conference goals of uniting Women Executives in the retail sector. Each gift was branded with the client's logo and included a welcome card to produce a fully integrated, unique gifting experience for all attendees.

Several hundred gifts were shipped directly to the conference venue, in time for our client's opening night event.

THE OUTCOME

Together with the agency, Packed with Purpose customized a unique, branded gift, perfect for the executive attendees that reflected the theme of this high-profile gathering.

- Branded gift with company logo
- Custom curated gift and welcome card
- Drop ship to hotel event location, in short turn around

"Once again, HUGE SUCCESS! The feedback was amazing. We loved the gift box!"