

PACKED WITH PURPOSE

THE CUSTOMER: A Waste Disposal & Recycling Company



THE CHALLENGE

Provide a unique and thoughtful end-of-year holiday gift to a thousand key accounts, appropriate for both large and small client teams.

OUR SOLUTION

By partnering with our client to understand their total gifting budget and their client accounts, Packed with Purpose created gifts at two distinct price points. This enabled our client to maximize their gifting budget by sending as many thank you gifts as possible to their strategic business accounts. Packed with Purpose curated a shareable gift with a collection of products that would appeal to offices of all sizes. Packed with Purpose curated and drop-shipped hundreds of gifts in a short time period, allowing our client to rest assured that their trusted business accounts would receive year-end-gifts before the holiday season. Each gift featured the company's logo on the exterior gift box and a thank you card, recognizing another year of their successful business relationship.

THE OUTCOME

Packed with Purpose curated tiered gift options that maximized our client's budget in order to send as many gifts as possible, resulting in increased engagement with the company's top strategic accounts.

- Two gift tiers, within allotted company budget
- Branded gift with company logo
- Thank you card
- Fast turn around, drop ship to hundreds of individual addresses

Positive account engagement: "Thank you for the thoughtful Packed with Purpose gift. We very much appreciate our growing relationship and our continued business together across the US. Thanks again for what you do!"