

PROMO FLEECE

CASE STUDY



INDUSTRY: Promotional marketing

END USER: Event attendees

OBJECTIVE: The Boundless Network hosted its annual sales meeting, Founders' Circle, at their corporate headquarters of Austin, Texas. The annual event was attended by more than 100 Boundless Network sales partners and 50 supplier representatives from across the US and Canada. Founders' Circle is a cultural experience where the company comes together to celebrate success, educate on emerging technology, and strengthen strategic relationships with its preferred supplier partners. The customer wanted a product to remember the event, as well as their 10-year anniversary.

ITEMS: Perfect for taking to an outdoor sporting event or for on the couch, our Promo Fleece is a soft, lightweight throw that offers tremendous value for promotions on a budget.

RESULT: The Promo Fleece was used in sample bags, which were given to attendees of the event to promote Boundless and other suppliers. The company wanted something that would present their logo and commemorate the event but at a good price point.

RESPONSE: The customer was thrilled with the product — a unique product that recipients could actually use in the home after the event. They were pleased to receive a quality product at a fantastic price point that displayed their logo well. The white embroidery against the dark background really made it stand out, so that recipients of the blanket would remember the event and the company for years to come.