



“It’s a Wrap”: Comfy Year-End Gift for Valued Employees

Challenge

A renowned financial investments company wanted to reward a select group of 700 employees with a meaningful, year-end gift. The request involved a deadline of 10 weeks and a \$68,000 budget for products and shipping. The big question: What would be the perfect high-end, family-friendly gift?

Solution

Taylor’s marketing team rolled up their sleeves and presented a “cozy” gift theme centered around decorated blankets. The client chose a kit featuring a beautiful branded blanket tied with a bow. Between the bow and blanket laid a note to the recipient and a quality branded tin that contained an Amazon gift card. All kitting took place at Taylor’s TPI facility in Duluth, GA.

Results

Taylor developed a personalized kit under budget and in a tight (10 week) timeframe



CUSTOM SOLUTION

Products were sourced, packaged and distributed with minimal effort from the client



TRUSTED PARTNERSHIP

Client leaned on long-standing vendor relationship with Taylor to source product and deliver outstanding results



SHIPPING EFFICIENCIES

700 multi-gift product kits sent out in a single bulk order