



CASE STUDY WELCOME BACK KIT



DISCOVERY

After working from home during the COVID-19 pandemic, GuideStone was looking for a way to create a "Welcome Back" kit for employees that included items to promote health and safety and also ease any anxiety about returning to the office..

IDEATION

We included some of our most popular and useful safety items including a custom face mask, touch tool, and hand sanitizer packaged inside a plastic bag.

DEVELOPMENT

We helped increase the perceived value of the individual items and also limited exposure to the individual products by packaging all of the items inside the bags as welcome back kits and delivering them directly to the client.

IMPLEMENTATION

The bags were placed on each employee's desk for their return to the office. While the items were more practical in nature, they continue to create goodwill among employees as they return to work, and reminding them that the company cares about their health and well-being.