



## CASE STUDY ONLINE GIFTING SUITE



### DISCOVERY

The Big 12 Conference offers a gift to each student and team member that competes in their sport's championship. The challenge was to offer gifts that were desirable and useful for a wide demographic of students.

### IDEATION

Instead of offering a "one size fits all" gift for every student, we created an online gifting suite where athletes were given a redemption code to log on and pick from five different gift options, including a choice in sized apparel.

### DEVELOPMENT

We were able to source products that were desirable by college athletes and give them the choice in their gift, thus making it more meaningful. There was a quick turn time from the end of the ordering window to when delivery was needed and our organization and fulfillment processes played a big part in making the in-hands date.

### IMPLEMENTATION

At the end of the ordering window, the branded gifts were ordered, delivered to our warehouse, packed out by school and sport for distribution by the campus coordinator. The coordinators appreciate the communication throughout the process and how their shipments are packed for easy distribution. The client has been pleased enough to offer participation in the program to us every year for the past 6 years.