

Branded Promo Items Add Revenue Stream, Extend the Brand Post-Sale for LifePath Unlimited

■ Challenge: Use branding to enhance a retreat experience

Your brand, like a single thread, should be woven throughout the customer experience. From the moment customers first become aware to the purchase and touches post-sale, your brand should be there: communicating, reassuring, reminding customers of the brand promise.

This is true for all companies, and especially so for those in the self-improvement industry. LifePath Unlimited, a new firm with the stars of global reach in its eyes, is one such firm; the company offers self-development communities, programs, tools and retreats to individuals who seek to peak performance in every area of life. The LifePath staff, wanting to indelibly imprint its brand in customers' minds during the retreat experience, turned to ePromos for help in selecting and branding promotional items that would enhance the retreat experience and continue to motivate retreat participants for months and years to come.

■ Solution: Give out a self-improvement kit full of branded items to retreat participants

Their choices? The LifePath staff developed a series of retreat handouts imprinted with the company logo. But they took their brand farther than that: they also extended it to several other exclusive retreat items packaged and sold as a kit, including cases to hold special retreat DVDs and CDs, mp3 players loaded the audio portion of the retreat program, and mouse pads for everyday recollections and use. The overall effect would provide retreat participants with a beautiful, long-lasting rendition of the LifePath promise and brand.

■ Result: Brisk kit pre-sales and customer kudos means a larger order on the way

Even before we completed the initial order of 1,000 LifePath kits, the company pre-sold more than 300 units. The LifePath staff tells us that retreat participants love the materials: participants feel that the branded kits make their personal journey to self improvement more enjoyable. And LifePath, hoping to touch more and ever greater numbers of people with its unique program and message, plans to manufacture another 9,000 units once the initial 1,000 have sold.



epromos[®]
the promo know-how people

800-LOGO-216
www.epromos.com

Read more case studies at <http://ideas.epromos.com>

PROMIO KNOW-HOW