

Logoed Duffels as Employee Appreciation Gifts Boost Morale in Turbulent Times for Deutsche Bank

- **Challenge:** To find an employee appreciation gift meeting the approval of a board selection committee and within a set budget.

Some companies respond to tough economic times by reigning in spending on morale-boosting employee pleasures like holiday parties and employee appreciation gifts. Others, however, like the leading global investment bank Deutsche Bank, believe that morale is at its lowest during times of economic turmoil—and thus when morale-boosting pleasures are needed most. That's why, despite an uneasy economy, Deutsche Bank's Jacksonville office pushed forward with plans for its annual holiday party.

With roughly 78,000 employees in 76 countries, the banking giant offers account-keeping, cash and securities investment-advisory and asset-management services to private clients, as well as payment processing and initial-public-offering and mergers and acquisitions support to corporate and institutional clients.

The Deutsche Bank team connected with ePromos Account Executive Caren Aardema, whose goal is to make the process of selecting and purchasing corporate gifts as easy as possible. Presented with the project overview and budget, Caren drew on her promotional products expertise to develop recommendations for employee appreciation gifts she thought might work; gifts she knew would be attractive to individuals from the lowest levels to the executive suites. Because a Board committee had to approve the selected product, the Deutsche Bank team returned to Caren several times with budget changes and requests for new product ideas that might satisfy everyone's needs and desires—a difficult task but, she knew from experience, entirely feasible.

- **Solution:** A roomy, branded coil duffel bag with zippers and pockets galore.

Caren was right. It was not long before the committee and the Deutsche Bank team agreed on the perfect employee appreciation gift—the Coil Duffel Bag in royal blue with the Deutsche Bank logo prominently screen-printed on the front pocket. This tough 19 x 13 x 14-inch poly-canvas duffel has loads of room, with a large, zippered main compartment, a zippered front pocket, zippered end pockets and a right-side pouch. And with a bottom board for support and structure, and a detachable, adjustable padded shoulder-strap and haul-handles, it's a gift favored by travelers, picnickers, gym enthusiasts and even on-the-go working moms and dads.

- **Result:** Duffels do double duty as holiday party centerpiece and employee appreciation gifts.

The team was pleased. On the day of the party, held at Deutsche Bank Jacksonville, employees enjoyed a catered dessert, inspirational words from Deutsche Bank managers—and their new, branded duffels, which beforehand the team had arranged in an attractive, eye-pleasing table display. Today, Deutsche Bank staffers are often seen carrying their bags on business trips to and from the other global offices; including New York and Germany, where the firm is headquartered. Others remarked on both the huge size of the bag and its quality, while others report keeping the bag in their cars with a change of clothes for trips to the gym or impromptu, after-work socials. The end result, says team Deutsche Bank, is improved morale and, therefore, a successful employee appreciation promotion.



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