

Branded Promotional Sports Bottles Mark the Start of a U.S. Olympic Journey for Global Shipper DHL

- **Challenge:** Finding a needle in a haystack of tens of thousands of promotional products.

Imagine: your firm is to hold a key sponsorship role in an internationally renowned event. Media coverage will be extensive. Crowds, thick. Brand awareness and product placement opportunities, everywhere. Naturally, you're bursting with pride. Naturally, you'd like to take advantage of the limelight, showcasing your firm's competitive and winning spirit, its ability to go the extra mile toward excellence, its drive to succeed, deliver enjoyment and exceed the expectations of others.

Such was the mood at DHL, the world's premier international express and logistics firm, when Team DHL began planning to transport and deliver the Flame of Hope™ in Miami, New York City and Los Angeles, U.S. stops on the Flame's journey to light the cauldron during the opening ceremony of the 2009 Special Olympics World Winter Games. The Flame, lit during a ceremony in Athens, Greece, would ultimately travel more than 37,000 miles to thirteen cities across five continents, delivering a message of hope to people with intellectual disabilities who fight for acceptance and a chance to excel without barriers.

Team DHL wanted to deliver not only the Flame but, also, branded promotional products to participants and spectators of the The Law Enforcement Torch Run® for Special Olympics – the law enforcement community's national event to raise funds and awareness for Special Olympics - to remind them of the event—and of DHL. To do so, they turned to the promotional products firm renowned for its extensive product inventory and expertise with event promotions—ePromos.

The team initially wanted medallions, but they needed too large a quantity at too low a price point and in too short a time. So Account Executive Stacey Lewis worked with the team to find another product to meet set criteria: a product of high quality to reflect the DHL brand, with an obvious tie-in to the Olympic event, large enough to accommodate the required information and able to be printed FAST in four colors.

- **Solution:** DHL and event-branded water bottle, a big bottle for a big message.

After much back and forth, brainstorming and negotiating with our suppliers to help DHL meet budget constraints, Stacey directed the team through our extensive inventory to a product that met all criteria: the 30-ounce PolyClear™ BPA-free gripper water bottle, with textured finger grips, a push/pull cap and twist-off lid. The team especially liked that the product is BPA-free, meaning it's durable but does not retain odors like typical polycarbonate bottles.

- **Result:** Brightly colored bottles arrive on time, enhance DHL's presence.

Although timing was tight, Stacey worked closely with Team DHL and our supplier to ensure the bottles would arrive before the Flame. Mission accomplished. Team DHL reports that participants, spectators and athletes alike enjoyed their brightly colored, imprinted bottles—and that so many hundreds of them in such close proximity helped DHL make its presence palpable throughout the events in the various cities.



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