

Coffee Mugs Imprinted with Wraparound, Three-Color Logo for the HealthDay News Service are Perfect Holiday Gifts for a Remote Staff of Writers and Editors

- **Challenge:** Finding a personal, meaningful gift for remote staff, able to accommodate and showcase a three-color logo.

Motivating employees you rub elbows with every day is one thing; motivating a remote or geographically dispersed staff, another. The health news syndicate HealthDay will vouch for that. HealthDay is a leading news organization whose remote journalists and editors produce consumer and professional health news, and custom content for license to media companies, hospitals, group practices, publishers, non-profits and government agencies.

The HealthDay team recently launched a holiday gift program to express appreciation to freelancers and staff, most of who work from home. Appreciation wasn't the only goal however; the team also intended to foster a sense of community and team spirit among their staff, as well as to fill the innate human need for recognition and importance by reminding staff that they're a vital part of something bigger than themselves.

But what to give? What product would kickoff the gift program right? The team noted that most of their freelancers and remote staff regularly start their days in front of the computer, sipping coffee, reading news and responding to e-mail—in their pajamas. Since the “morning coffee” is a personal, quiet time cherished by most, the team knew that a HealthDay branded coffee mug would fit the bill.

- **Solution:** Wide-bodied, 12-ounce enzo glass mug in white is a match.

They began their search on ePromos' extensive Web catalog. But with hundreds of mug styles and colors available, the team found it difficult to find a mug to accommodate and match the three-color HealthDay logo. That's when the team tapped the 'promo know-how' of ePromos' Promotions Specialist Caitlin Powers, who quickly honed in on a great-looking white mug that would showcase the logo: the 12-ounce Enzo Gloss Mug, with a wide, round body, a C-handle and wraparound logo imprinting.

- **Result:** Branded coffee mugs a hit with on-location and remote staff.

The mugs were a hit. Not only did they successfully kickoff HealthDay's new holiday gift program, but the team also thought they looked terrific. In-office editors and freelancers use their mugs everyday; and members of the remote staff start their mornings with a physical reminder of their important role in the ongoing success of HealthDay.



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