

Branded Popcorn Tin Served As a Holiday Gift Wows Special Customer Tier for Online, On-Demand Print Firm Mimeo.com

■ Challenge: How to turn your promotional ideas for tiered holiday gifts into reality

Suppose your customer list includes several tiers—small but fiercely loyal customers, mid-sized customers that generate revenue like clockwork, and large, marquee customers whose very names on your customer list regularly and magnetically attract even more new customers. Further suppose that, one day, while out and about, you see a promotional product that, in your minds' eye, has your firm's name written all over it. You imagine how happy a certain tier of your best customers would be to receive this product over the holidays. And then you act—you reach out to your partner in promotional products, which just happens to be ePromos.

This very scenario unfolded recently at Mimeo.com, an innovator of online, on-demand document printing and distribution, when a Mimeo team member happened upon a branded popcorn tin and knew it would be right for a certain tier of Mimeo customers, which range from small businesses to charitable organizations to Fortune 500 companies.

■ Solution: Turn to ePromos for ideas and advice and a massive selection of promotional gifts—including large, branded popcorn tins

The Mimeo team connected with ePromos' Account Executive Michael Bloomenthal about their idea, knowing exactly what they wanted but unsure of how or where to begin. Michael presented the team with various options, from which they ultimately selected the 2-Way Popcorn Tin. This large, two-gallon promotional snack tin comes with an individual mailer and is available in a wide variety of colors. It's also filled with two flavors savored by most popcorn aficionados: old-fashioned butter and cheese. The Mimeo team selected an attractive silver tin, to which we applied an extra-large sticker imprinted with an extra-large version of the Mimeo logo for an extra-large impact and lasting impression. For an even longer-lasting impression, laser imprinting on both the tin and the lid are available as well.

Michael also offered the Mimeo team ePromos' fulfillment services—after all, why shift your focus from what you do best when, with our resources and infrastructure, it's actually more cost effective to let us do what we do best? The Mimeo team agreed, so we arranged for the tins to be sent directly to our warehouse. When the tins arrived, our team went to work: we packaged the tins, included in each package a holiday card provided by Mimeo, and then mailed the packages to 180 of Mimeo's favored customers so they'd have them on December 15th, Mimeo's desired in-hand date.

■ Result: Happy gift recipients send many expressions of thanks to Mimeo.com

The Mimeo team reports excellent results, with many customers sending "thank you" messages like this one: "Today, we received a Mimeo.com tin with popcorn!!! The whole department is sitting at their desks munching away as I type this. Thanks very much from all of us. Happy Holidays to you and everyone at Mimeo.com. Thanks for thinking of us!" Notes like this confirm to Mimeo—and to us—that the holiday popcorn tin promotion was, indeed, productive and worthwhile.



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