

## Branded Luxury Robes Lavish Top-Tier Advertisers Invited to the Sundance Film Festival by the Social Media Giant, MySpace

### ■ Challenge: How to care for and feed top-tier clients with unexpected goodwill gestures.

Pareto's Principle proposes that, at most companies, 20 percent of customers account for 80 percent of revenue. If your firm is among "most," then you will likely agree that the care and feeding of your top client tiers is often essential to the health and welfare of your business. Larger firms, especially, tend to treat uppermost client tiers to extravagant appreciation and goodwill gifts such as an annual subscription to a gourmet food or beverage delivery service, a season's worth of access to the corporate luxury box at a favorite sporting event, or even a Mediterranean cruise.

The team at the social giant MySpace knows a thing or two about how to make exceptional clients feel exceptionally special: each year for the last three years, the team has treated their top advertisers, their spouses and salespeople to a trip to the Sundance Film Festival, the largest independent event of its kind in the United States. While in mountainous Park City, Utah, for the cold, January event, clients stay at condominiums procured by the MySpace team and are greeted upon arrival by MySpace-branded promotional gifts that help keep MySpace in mind during the trip and act as an added goodwill gesture. In years' past, the team has given branded bags, fleece jackets, scarves, neck warmers, lip balm and hand warmers, gifts suited to travel and to the cold Utah weather.

### ■ Solution: Cashmere-soft, eco-friendly luxury robes of soy and bamboo.

While preparing for this year's upcoming Sundance Festival, the team learned that their chosen condominium would not provide bathrobes as had other accommodations in the past—a fact that immediately positioned luxury robes at the top of the team's gift-giving list. They turned to their promotional expert, ePromos' Account Executive Stephanie Kraut, who led the team to their choice: the embroidered Eco Micro Chenille Robe, our largest, most luxurious, cashmere-soft soy and bamboo robe with a double-layered lapel and a generous fit. Not only is this robe soft, cozy and eco-friendly; it is also anti-microbial, extremely durable and easy to care for.

### ■ Result: Warm, happy advertisers before and after the festival—a worthy investment.

The team reports that workshop attendees The MySpace team tells us that, because advertisers loved their plush new gifts, designed to please the senses as well as to say "Welcome to the Festival!" in an extra-special way, they consider them a worthy investment and a product that will definitely keep Myspace in the minds of their best clients. And we consider that a promotional success!



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