

Elegant, Foil-Stamped Gift Bags Dress-Up and Generate Anticipation for Product Samples during Brand Launch for the Nutritional Product Firm, TriVita

■ Challenge: How to make a free product sample seem more like an elegant, anticipated gift.

TriVita, an Arizona-based firm that develops nutritional products and offers health and wellness services, recently launched a new product line called Sonoran Bloom—"Sonoran" for the Sonoran Desert, the largest and hottest desert in North America, stretching from Arizona and California into the Mexican states of Sonora and Baja; "Bloom" for the rich sources of natural food supplements that flower and bloom among plants in the region and are captured in the Sonoran Bloom product line.

Nopalea, a health drink whose primary ingredient is the fruit of the Nopal cactus, was the first product TriVita released from its Sonoran Bloom product line. As part of the launch, the TriVita team hosted a multi-month Sonoran Bloom Tour to promote the new product in 14 cities across the United States and Canada, including Orlando, Tampa, Atlanta, Portland, Toronto and Ontario. In each city, the TriVita team hosted celebratory and informational lunch and dinner meetings for hundreds of people, including health professionals, entrepreneurs and their guests—anyone interested in learning more about the Sonora Bloom opportunity and product line.

The TriVita team planned to give, at each event, 32-ounce samples of the new Nopalea drink to all attendees. And because they wanted the free sample to appear more as "gift" rather than as "giveaway," the team put much thought and effort into the sample presentation, deciding to individually wrap the bottles in tissue paper and present them in attractive gift bags. At first, the team had considered using wine bags, but felt that wine bags wouldn't generate the mood and sensation of "unwrapping a gift" they were hoping for. In addition to a bag that would highlight and "dress" the sample, the team also wanted a bag that would be easy to handle, both for them and for recipients.

■ Solution: Foil-stamped, glossy and laminated shopping bags with macramé handles.

In their continued search for the right bag, the TriVita team turned to ePromos' Account Executive Mark McLane, who sent samples and suggestions of possible bags from our extensive bag inventory. It was not long before the team made their decision: the Glossy, Laminated Shopping Bag, featuring matching color macramé handles, a reinforced fold-over and a cardboard bottom insert. While the bag is also available in black, hunter green, royal blue, red, silver and chocolate brown, the team chose white for an elegant look that would perfectly offset the hot pink color of the Nopalea bottle. The team also liked that this particular bag could be foil-stamped, adding even more grace and style to an already elegant presentation.

■ Result: Recipients express pleasure at "gifts" and reuse gift bags to help extend the brand.

The finished bags, foil-stamped with the Sonoran Bloom name and logo in a hot pink to match the color of the Nopalea bottle, looked lovely as a singular table display, which also worked to build a sense of anticipation as attendees wondered when they would receive their gift bags. The TriVita team tells us that they enjoyed the expressions on recipients' faces as they received their gifts, as well as the words of praise that seemed to fill each room in every city: "great" ... "very nice" ... and even "beautiful!" The team also reports that recipients continue to use the bags in other ways. Some recycle and reuse them at home, generating more exposure for the firm's brand; some passed their bags on to prospective TriVita members interested in the Sonoran Bloom product line—both of which are exactly the effects Team TriVita had hoped for.



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