

Tastefully Branded Ruler/Paperweight from the Museum of Modern Art Collection Sends an Elegant “Thinking of You” Holiday Message to Clients for Aircraft and Engine Investment Firm, Vx Capital Partners

■ Challenge: To maximize the reach of holiday gift-giving promotional dollars—and to do so in style.

Long before the season approaches, before the sights and sounds of the coming New Year fill the air, corporate gift givers are considering their holiday gift-giving strategies. How do we show our large number of clients that we care, but also pick a product that is consistent with our brand persona? What adjectives do we want our gifts to conjure in clients’ minds this year? Funky? Innovative? Classy? Sophisticated? And what response do we hope to achieve? Warm feelings? Word of mouth? The extension of our brand?

These questions and many more crossed the minds of the team at Vx Capital Partners as they gathered round the table to develop this year’s holiday gifting approach. Vx Capital is a private investment firm that actively invests in aircraft, engines, leases and loans; it acquires, remarkets, restructures, refinances and sells aircraft and leases, counting airlines, leasing agents and banks among its client base.

The Vx Capital team has always searched for gifts representative of the aviation industry that enable a tasteful logo display: the last thing they want is an overtly branded gift that shouts “advertising!” loudly enough to compel clients to keep it hidden away, forgotten, in a closet or drawer. Previously, the team had given personalized CDs, ornaments and plastic airplanes, all of which proved successful as “thinking of you” gifts in years’ past. This year, the team wanted to increase their budget and preserve the precedent of quality in keeping with Vx Capital’s brand persona.

The team turned to ePromos’ vast web catalog in search of the perfect “thinking of you” gift: something tasteful yet different, a product that clients have not seen before and would be pleased to use and keep on their desks. After gathering many different product suggestions from our site, the team initially considered an iPod Nano but quickly decided against it, the iPod now being ubiquitous, not to mention expensive enough to mandate giving only 50, a significantly narrower-than-desired reach.

■ Solution: Laser-engraved, aerodynamic airplane ruler and paperweight with a subtly placed logo.

The product they ultimately did select fit their promotional agenda like a glove in terms of aesthetic appeal, industry match, client reach and functionality: the 12-inch Museum of Modern Art (MoMA) Airplane Ruler and Paperweight. From the design archives of the world-renowned MoMA, this ruler-slash-paperweight commands desktop display by transforming an everyday object into an eye-pleasing work of art. With debossed centimeters and inches, a brushed stainless-steel finish and a laser-engraved MoMA logo on the side, this aerodynamic gift also allows clients to measure in style. The team decided to discreetly place the Vx Capital logo on the side of the ruler without the company name, adding to the gift’s contemporary, elegant feel.

■ Result: Clients respond to stylish gift with compliments and many well-wishes in return.

Promotions Specialist Ryan Arteaga managed the teams’ order from beginning to end; resulting in a timely pre-holiday gift delivery to 250 of Vx Capital’s esteemed clients. The team reports receiving many compliments about the sophisticated, relevant gift and many well-wishes in return, thus allowing Vx Capital to end the year on a high note while conveying to clients that the team is thinking fondly of them during the holiday season.



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