



CASE STUDY:

SWEET SURPRISES: GIFTS FOR EVENT ATTENDEES' SPECIAL SOMEONES

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A medical waste disposal company was holding their annual commercial sales kickoff and wanted a way to include the salespeople's spouses and significant others back home. They worked with their distributor to create a custom tower with Maple Ridge Farms at their \$45 retail price point, which included more sweets, rather than nut options, and a custom card thanking the significant other for sharing their sweetheart during the conference. For the event, their distributor created a pop-up shop with an image of the stylish tower. The salesperson scanned a QR code which took them to the shop, where they could enter their shipping address. In order for the gifts to arrive before the salespeople returned from the conference, Maple Ridge Farms shipped the 340 gifts within a day of receiving the list. The outcome was fantastic! The buyer was impressed not only by the gift and service provided, but also the outstanding response from the company's team.



CHALLENGE

A company wanted 340 gifts to ship with an extremely short lead time to the significant others of the conference attendees.



SOLUTION

Their distributor set up a pop-up shop that allowed attendees to scan a QR code and enter their address to ship a custom gift tower to their significant others back home.



RESULTS

The buyer was impressed not only by the gift and service provided, but also the outstanding responses from the company's team.