



CASE STUDY: UNIVERSITY VIRTUAL ORIENTATION GIFTS

SEE HOW WE CAN HELP YOU BUILD YOUR NEXT PROMOTION

Universities across the nation are preparing virtual orientations for incoming freshmen in the Fall 2020 semester. One university wanted to provide a gift to each new student for their orientation to help engage them in the orientation and their future education. Working closely with their distributor, Maple Ridge Farms helped develop a gift to kit and ship directly to each student. Included in the gift is a variety of items imprinted with the university's bulldog mascot and logo, including fun snacks to help keep them fueled, hand sanitizer on a carabiner, a pennant, a water bottle, energy drink mixes, and a coupon for their first visit to the campus bookstore. The gift also includes a card that reads: "No matter where you are, you will always be a bulldog." When orientation day comes, the students will be prepared to share their school spirit while they're energized by the snacks and drink mix.



CHALLENGE

A university wanted to prepare for virtual freshman orientation by providing a gift to make sure each new student felt welcome and excited to be starting their new journey.



SOLUTION

Their distributor and Maple Ridge Farms worked closely together to develop and kit a gift including gourmet treats with various logoed products.



RESULTS

The students will be prepared on orientation day to show their school spirit while staying energized and attentive.



Est. 1979