
CASE STUDY: LIGHTS, CAMERA, CHOCOLATE



A CUSTOM SWEETER CARDS EXPERIENCE FOR AN AEROSPACE & ELECTRONICS HOLIDAY EVENT

The Moment

What began as a simple request for a branded chocolate bar turned into a full-blown experience. This aerospace and electronics company wanted a holiday gift that felt premium, memorable, and distinctly “them,” while still being fun and approachable for a diverse group of employees. Ordinary chocolate was not going to lift off.



CHALLENGE

The client needed something that:

- Felt custom, not generic
- Elevated their brand
- Worked for many different tastes
- Added to the celebration rather than sitting on a table



SOLUTION

The distributor confidently recommended custom Sweeter Cards from Maple Ridge Farms as the sole option. The combination of multiple fills including high-quality chocolate and beautiful branding created choice, delight, and personal connection.

Samples were shipped immediately, and virtual mockups followed the next day. The response was instantaneous. The same morning the samples arrived, the client reported the chocolate had already disappeared.

How It Was Used

The company rented out an entire movie theater for their holiday party. Guests selected both the movie they wanted to watch and their preferred Sweeter Card candy fill, turning the gift into part of the event itself. What could have been a simple giveaway became interactive, social, and memorable.



RESULTS

- Guests raved about the chocolate quality.
- Many asked for more in the weeks that followed.
- The gift became a highlight of the evening.
- The client is now exploring Sweeter Cards for ongoing employee appreciation programs.

Why It Worked

Fueled by a track record of successful projects, the distributor immediately championed our gifts and collaborated closely with us to turn the idea into reality.