

CASE STUDY

Unveiling Success with Tailored Awards in Finance

CLIENT:

Secure Trust National Bank*

CHALLENGES:

Secure Trust National Bank* traditionally utilized standard stock glass awards for recognition yet wanted a distinctive and personalized approach to honor achievements. Balancing innovation with brand integrity presented a notable challenge.

SOLUTION:

Proactive renderings that showcased a captivating array of custom recognition awards, tailored to Secure Trust's vision and designed around their logo.

OUTCOME:

Secure Trust* was not only captivated by the artwork and presentation but also compelled to diversify its approach to recognition. The bank made a notable departure from stock glass awards, placing a substantial order for 5,000 custom recognition awards. This initial success catalyzed an annual partnership, perpetuating the collaboration's impact.

KEY TAKEAWAY:

Big business could be right under your nose. A true partner will give you the tools necessary to showcase your capabilities to overdeliver for your valued clients. Through compelling presentations and tailored solutions, a distributor can transcend traditional boundaries, forging lasting relationships and driving continuous business growth.



FINANCIAL IMPACT:

The distributor's proactive approach led to securing an order valued at approximately \$95,000 for the custom recognition awards. This success has not only bolstered the distributor's bottom line but also showcased the capacity to drive revenue through strategic creativity.

*"As soon as we laid eyes on the custom award renderings, it became abundantly clear what a truly unique and one-of-a-kind award conveys about our cherished team members. The innovative design left our executive leadership utterly amazed. Once we were presented with these concepts, there was simply no other direction that could have matched the impact." – R. Graziano, Human Resources Director, Secure Trust**