

# CASE STUDY

## Celebrating a Milestone in Healthcare with Unique Gifts

### CLIENT:

Healthcare/Pharmaceutical

### CHALLENGES:

A prominent healthcare company achieved a major milestone by developing a groundbreaking COVID-19 test kit. To honor their achievement, the distributor aimed to create a unique and meaningful celebration.

### SOLUTION:

The design was a team effort, with the distributor's client sharing the importance of the COVID-19 test kit. Pacesetter Awards' design team created an elegant acrylic award that combined elements of science, innovation, and hope. It even included a real test kit, showcasing the global impact of their achievement.

### OUTCOME:

The custom desk award became a symbol of the company's dedication to public health. It was met with great appreciation and pride when presented to the team behind the test kit. The award served as a constant reminder of their contribution in the fight against COVID-19.

### LONG-TERM SUCCESS:

The partnership expanded beyond the initial plan, with the distributor becoming a trusted source not only for promotional products but also for awards and recognition.

### 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 CEO of the healthcare company noticed the awards on employees' desks and decided to provide one to each employee nationwide. This led to an immediate order of 5,000 more awards, doubling the distributor's project revenue.

*"The custom desk award symbolized our achievement and our commitment to the global community. It serves as a source of inspiration and pride for our team, reminding us of the impact we can make in times of crisis." - J. Smith, SVP of Special Projects, Healthcare Company*