

CASE STUDY

Crafting Corporate Excellence in the Insurance Industry Through Tailored Gifts

CLIENT:

National Insurance Company | Operates in 29 States | 5,000+ Employees

CHALLENGES:

The HR Director of the insurance company wanted to give each home office employee a compass with a card showing their mission and vision. However, the distributor aimed to offer a more sophisticated alternative to a standard compass and note card.

SOLUTION:

Looking for a special way to combine a compass with the client's mission statement, the distributor reached out to Pacesetter Awards. Pacesetter's design team came up with three creative custom design ideas for the distributor to share with their important client.

OUTCOME:

The selected design beautifully combined the compass with an acrylic piece, seamlessly blending it with the company's mission and vision statement. It exceeded HR's expectations for celebrating the company milestone. They initially ordered 2,500 of these pieces.

LONG-TERM SUCCESS:

The partnership expanded beyond the initial plan, reaching new heights. The distributor became a trusted source for both promotional products and awards for the National Insurance Company.



FINANCIAL IMPACT:

The CEO of the insurance company noticed one of these pieces on an employee's desk and decided to provide one to every employee nationwide. This enthusiasm led to an immediate order of 5,000 more pieces to be sent to representatives across the country, doubling the distributor's revenue from this project.

KEY TAKEAWAY:

Partnering with the right team for unique ideas can help you offer a wider range of products to your customers. Strategic partnerships can give you a creative edge and provide customized solutions.

