

# CASE STUDY



## Elevating Recognition Through Custom Location-Themed Awards

### CLIENT:

A prominent financial company that has partnered with their distributor and Pacesetter for over a decade to create annual sales awards for their national sales conference, held in exciting new locations each year.

### CHALLENGES:

The company wanted awards that not only celebrated professional achievements but also captured the unique essence of each year's event location, making them memorable and meaningful.

### SOLUTION:

Collaborating with Pacesetter's creative design team, the awards were customized annually to reflect the vibe of each conference location, adding a personal and distinctive touch.

### OUTCOME:

Recipients loved the location-themed awards, proudly displaying them as reminders of their achievements. With 3,500 awards produced each year, the program consistently motivated employees to strive for their goals, elevating the recognition program's impact.

### LONG-TERM SUCCESS:

The creative, personalized approach became a signature of the annual ceremonies, fostering employee engagement and encouraging top performance. The partnership with the distributor strengthened, opening doors for future projects.



### FINANCIAL IMPACT:

Producing 3,500 custom awards annually generated steady revenue for the distributor, with higher margins due to the premium, high-perceived-value designs. The repeat business solidified a profitable, long-term relationship.

### KEY TAKEAWAY:

Personalizing awards to align with event locations enhances their impact, boosting employee motivation and pride. For distributors, offering custom, high-value designs strengthens client partnerships and drives repeat business.

