

Case Study

Revised May 2013



Oli 16 Oz Tumbler
#AOL16

\$3.00^c

The Backstory

A business development manager, hired by the state, was brought in to specifically boost business in Minnesota. His strategy was to target grad students looking to start up their own companies. The goal was to encourage these young entrepreneurs to “keep it local” in Minnesota.

His assigned budget was minimal, but he thought one of his best tactics was to provide a simple “Thank You Gift”, between \$3-\$5 each, to special volunteers helping with various projects. Together, they quickly communicated it was a great idea, not to mention more profitable, for the students to start and keep their new business in Minnesota.

The Challenge

- To provide an affordable, yet effective thank you gift

The Solution

The business developer jumped on the opportunity to use the Oli 16 oz Tumbler in his campaign. The imprint included “Keeping it local” slogan and were purchased in a variety of colors to coordinate with the projects. All volunteers assisting to build and keep the new business in Minnesota received a tumbler as a thank you for their efforts.



“The tumblers were received splendidly. Great imprint with an amazing price. Nicely done!”

- Anita Moskowitz
Distributor