



# client stories

SHOWCASING CLIENT SUCCESS

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# **branded merchandise**

CRAFTING YOUR CORPORATE IDENTITY

# branded merchandise



## Gameday Giveaway

In collaboration with the Kansas City Royals, this project aimed to boost ticket sales by leveraging MLB's Netflix partnership. We created a highly desirable giveaway – a replica of the iconic Stranger Things backpack – strategically promoting the new season while integrating the show's unique characters and plot lines.



# branded merchandise



## Fun Friday Employee Gifts

CUTX wanted to jazz up casual Fridays. We landed on these custom tennis shoes showcasing their brand, logo, and colors. Employees loved them, and CUTX ordered them multiple times due to their popularity.

# branded merchandise



## Patient Gift

Titus Regional Medical Center aimed to offer a unique gift for OB patients. We sourced custom, subtly branded muslin blankets with a retail-inspired design. These blankets are presented to parents of newborns as a special gift before they depart from the hospital.



# branded merchandise



## Gameday Activation Gift

TXU Energy aimed to increase traffic to activation booths during Dallas Stars' games by offering a highly desirable item. We created a custom cinch bag designed as a jersey replica, leading TXU to not only meet but exceed activation goals.

# branded merchandise



## Partner Activation

Till Vodka partnered with Sporting KC to create a standout giveaway item. Our team designed a custom soccer ball ice mold, aligning with brand guidelines and the target audience, resulting in a unique and sought-after activation gift.



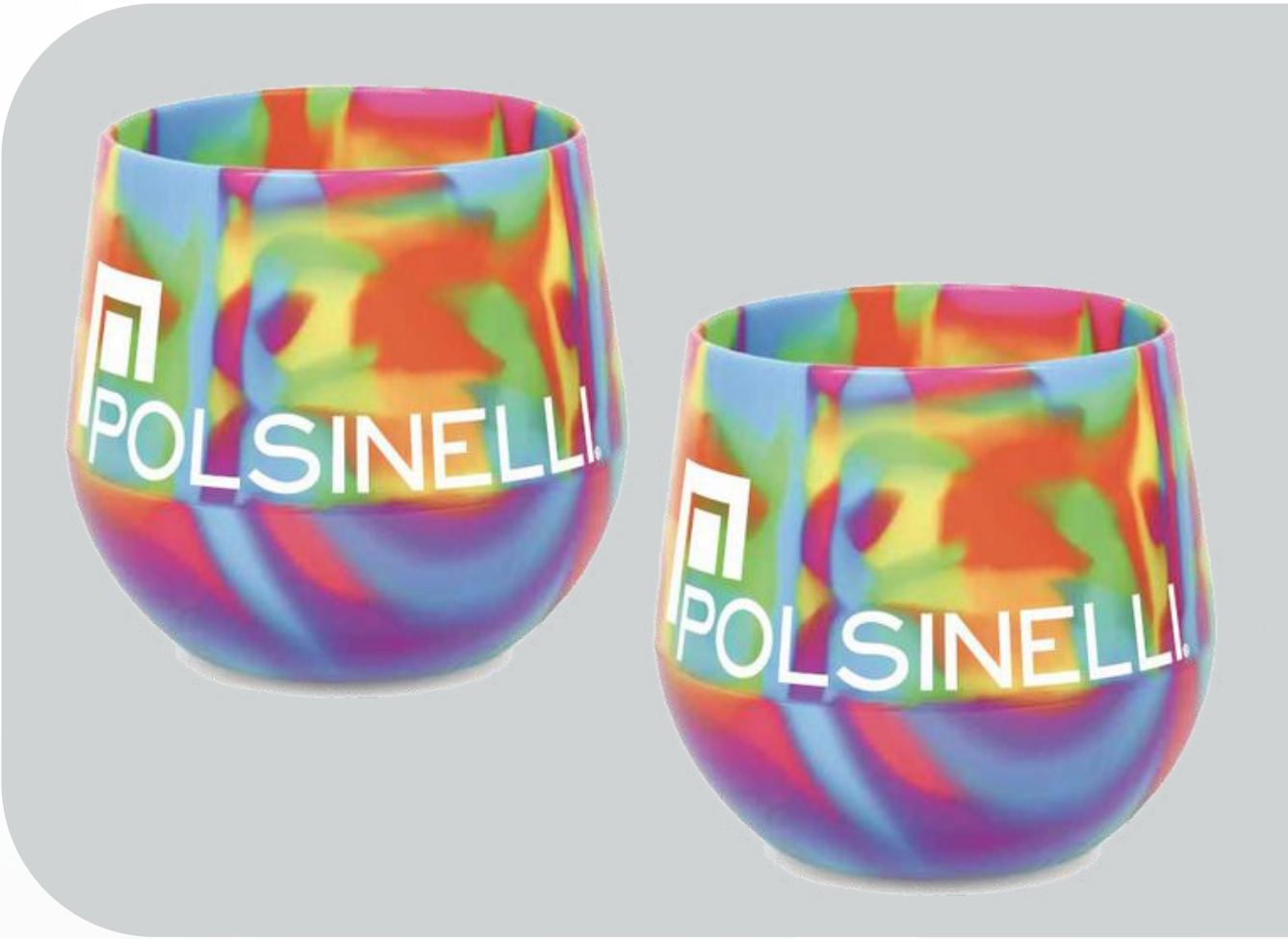
# branded merchandise



## Gift With Purchase

Rossville Union sought to market their new spirit amidst tough competition. By leveraging vintage Napier imagery and collaborating with a top overseas factory, we engineered a stunning piece with a vintage finish, adding to its allure and nostalgic appeal.

# branded merchandise



## Event Sponsor Giveaway

Polsinelli was looking for a standout giveaway for the Plaza Art Fair in Kansas City. Originally considering a plain silicone wine glass, they were thrilled by our bold-branded, creative option, that perfectly fit the event's vibe.

# branded merchandise



## Student Welcome Direct Mailer

Baylor University aspired to welcome new students with a budget-friendly, engaging mailer. Our team provided a comprehensive package including custom undereye stickers and a hashtag-equipped postcard for social engagement.



# branded merchandise



## Rebrand Employee Gift

Cella celebrated their rebrand by delivering personalized gifts to each employee's desk on the day of their new corporate brand launch. The gifts ensured a cohesive and memorable introduction to the new Cella while aiding in change management.

# branded merchandise



## Recruiting Displays + Giveaways

Credera was seeking captivating displays and giveaways for recruitment events. We delivered easy-to-assemble full graphic displays and standout giveaways. A student at the event even said "I stopped by because you have the best looking booth and swag of everyone here."

# gifting + recognition

PERSONALIZED APPROACHES FOR LASTING IMPRESSIONS



# gifting + recognition



## Incentive Trip Gift

Fairway Independent Mortgage announced the recipient's for their Chairman's Club and invited them to an exclusive trip to Palm Beach, FL. With trendy and practical items themed around Palm Beach, the kits were impactful and sparked excitement for the upcoming incentive trip.

# gifting + recognition



## Employee Appreciation Gift

Credera sought to show appreciation to employees following an internal merger by creating a kit with various fun and engaging products. The kit was designed to express gratitude and foster a positive atmosphere among team members during this transitional period.



# gifting + recognition



## Employee Appreciation Gifts

Texas Farm Bureau wanted to express appreciation to their employees following their JD Power Award win. They offered high-end retail brand gifts from The North Face, allowing employees to choose their preferred size and style, with each gift carefully packaged and labeled for efficient distribution.



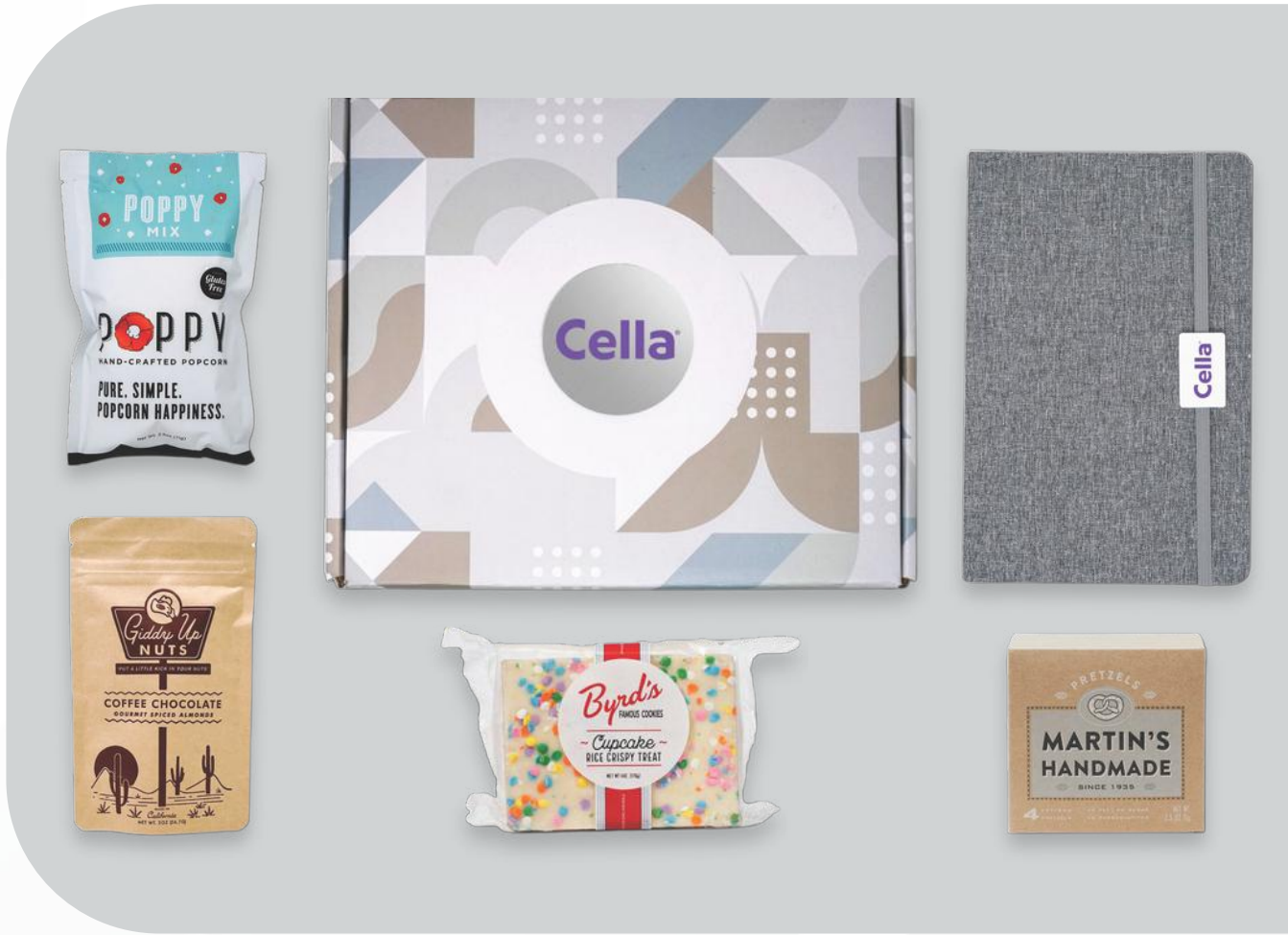
# gifting + recognition



## Partner Sustainability Gift

Sporting KC gifted top-tier clients with an intentional kit featuring products that promote a sustainable lifestyle, aligning with the club's messaging and values. The gifts were carefully curated to create a meaningful and impactful experience for the recipients.

# gifting + recognition



## Client DEI Gift

Cella aimed to send appreciation gifts to clients while highlighting their Diversity, Equity, and Inclusion (DEI) initiatives. The collaboration started with a basic food kit and evolved into an exclusive collection of food gifts from women-owned businesses. We created a custom landing page to collect recipient information for easy direct ship to clients.



# gifting + recognition

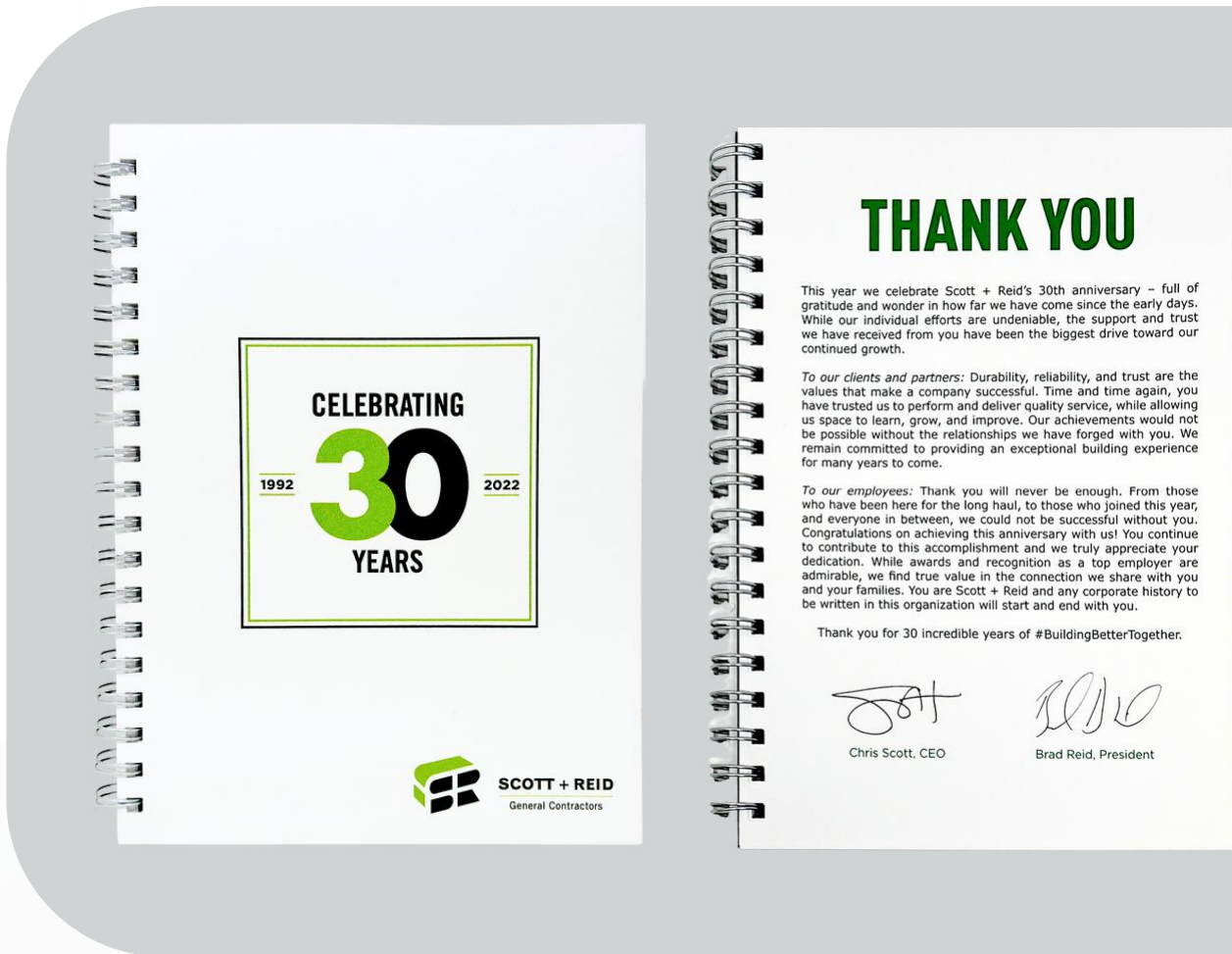


## Virtual Service Award Party Kit

CHRISTUS hosted a virtual annual service award event and sought something tangible to generate excitement. Collaborating with the client's HR team, we designed custom branded pre-event kits shipped to associates' homes just before the virtual ceremony, enhancing anticipation and engagement for the event.



# gifting + recognition



## Client Anniversary Gift

Scott + Reid wanted to gift a journal to prospective clients, celebrating their company's 30th anniversary. We designed a completely custom journal that received praise from the client for its elevated and personalized touch, enhancing its value as a thoughtful and memorable gift.

# gifting + recognition



## Employee Holiday Gift

Texas Oncology tasked us with creating a memorable holiday gift for their partners, physicians and community leaders. We curated a gift set featuring a beautiful branded holiday spreader paired with jam made by a local non-profit, allowing our client to make a positive impact in the community through their holiday gifting efforts.

# gifting + recognition



## Client Holiday Gift

CSI Companies sought to streamline their holiday gifting process for their 1,200+ clients. We created two themed kits with varying budgets tailored to client tiers.

Our team managed the kitting and fulfillment, simplifying the process for CSI and ensuring a seamless and efficient holiday gifting experience for their clients.



# kitting + fulfillment

EFFORTLESS ENGAGEMENT THROUGH CUSTOM KITS

# Kitting + fulfillment



## Employee Event Kits

Vizient aimed to engage internal departmental employees and build excitement for an upcoming event by creating fun and functional merchandise that aligned with the event's theme and highlighted the department's core values through graphics. The carefully curated merchandise played a crucial role in delivering the event's message and fostering a sense of unity and enthusiasm among employees.

# Kitting + fulfillment



## Leadership Program Welcome Kits

To enhance leaders' virtual meeting experiences, CHRISTUS required consistent sound and lighting tools, particularly for cell phone participants. Our team curated a kit featuring a branded ring light with a phone stand, a microphone, and a Moleskine journal and pen set, which were kitted and shipped globally.



# Kitting + fulfillment



## Intern Welcome Kit

Interstate Batteries needed a tangible engagement kit for their new virtual internship program, so our team created a colorful kit to welcome and excite new interns remotely. The kit included a wireless desktop mousepad charger, a personalized 3-in-1 beverage cooler, and a custom insert card, combining fun and functionality to enhance the interns' experience.



## Veteran Loan Closing Gift

Benchmark's program aims to provide a meaningful gift to veterans and military families after home purchases, thanking them for their service and business. The kit includes a New Era Camo cap, custom challenge coins for their mission, a Bottle Breacher, and personalized notes, emphasizing gratitude and encouraging veterans to pass on the challenge coin to others in need of home loan assistance.

# Kitting + fulfillment



## Job Offer Kit

Credera aimed to create excitement for their company by offering an impactful gift with job offers. Our team sourced retail brand merchandise, a customizable Bluetooth speaker, and designed custom graphics for the kit, ensuring a high-perceived value and strong visual impact to impress candidates.



# Kitting + fulfillment



## Onboarding Kit

Corgan sought a cohesive and easily distributable onboarding kit, featuring popular products in custom branded packaging. Our team not only created the kit but also provided fulfillment services to streamline the distribution process for the client.

# Kitting + fulfillment



## Onboarding Kit

CSI Companies aimed to welcome new team members with personalized gifts tailored to their roles. Our team crafted a custom kit incorporating the client's branding and reflecting the essence of Jacksonville, FL, the client's location, creating a warm and memorable onboarding experience.



# Kitting + fulfillment



## Onboarding Program

Partnering with CUTX, our team crafted personalized onboarding kits that reflect the company's empowering, fun, flexible, and family-oriented culture. By tailoring each kit to new employees' t-shirt sizes, CUTX ensures a warm and individualized welcome, embodying their commitment to fostering a unique and enjoyable work environment from day one.



# Kitting + fulfillment

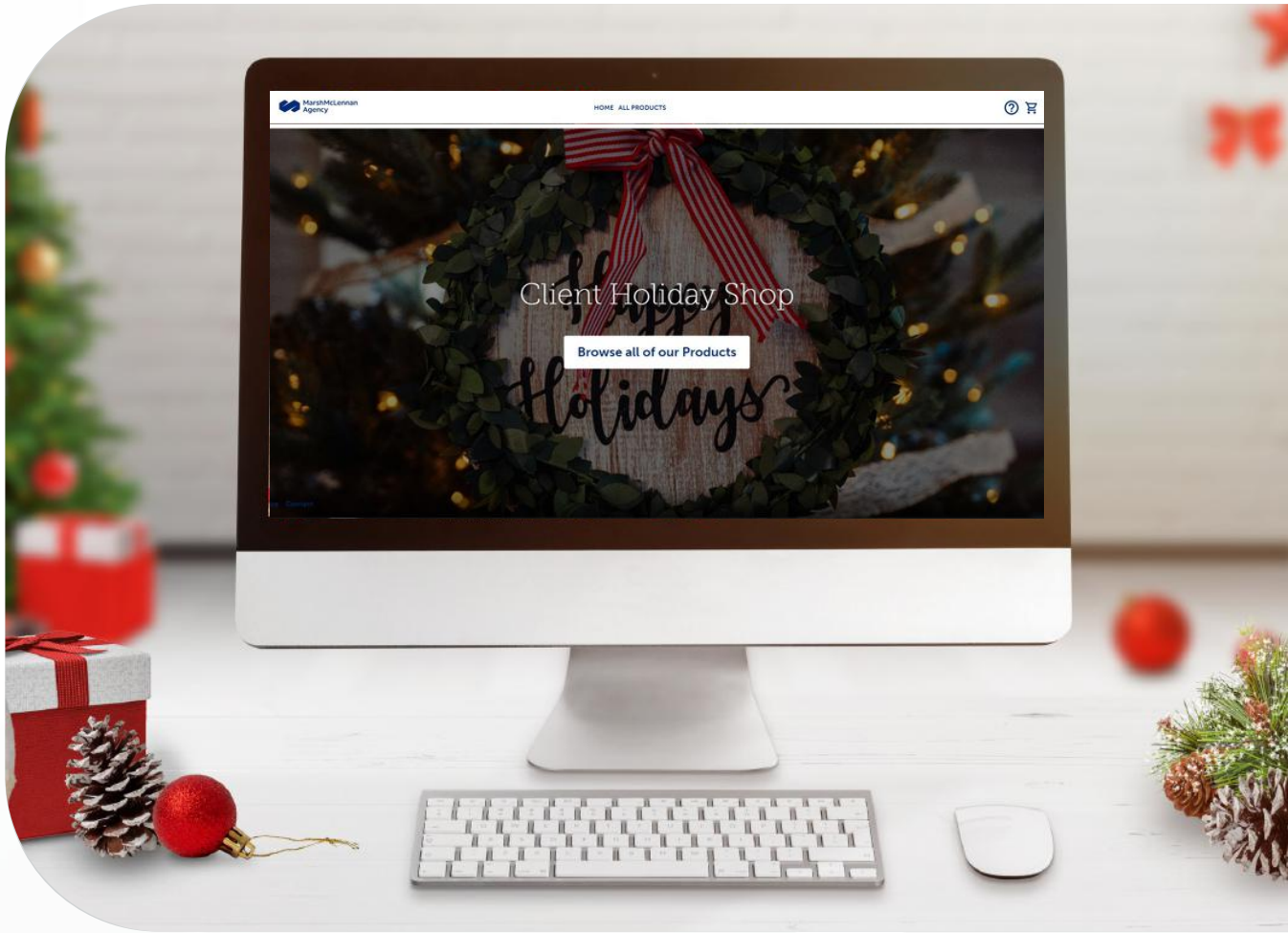


## Culture Program

We designed a two-part onboarding gift with JELD-WEN that included a welcoming package with custom socks and a QR code to an online shop for selecting preferred apparel—a core part of their Culture Kit, complemented by thoughtful gifts. Rooted in diversity, equity, and inclusion (DEI), the kit features items with give-back components and eco-friendly features.

# digital solutions

SEAMLESS, STRESS-FREE ONLINE EXPERIENCES



## Client Holiday Shop

Marsh McLennan Agency sought a streamlined solution for associates to order holiday gifts for individual clients. Our team created a holiday shop with diverse gift options, enabling online orders and managing the ordering and shipping process directly to clients, ensuring a seamless and efficient gifting experience.







## Student Athlete Gifting Suite

Over the last decade, INM has expertly managed the Big 12 gifting program, delivering gifts to student-athletes through a streamlined online suite. Our team handles production, packing, and distribution, showcasing our ability to execute impactful gifting initiatives and solidifying our position as a trusted partner in the industry.





## Pride Shirt Shop

Corgan sought to celebrate Pride month by offering shirts for employees through a pop-up shop. Our team facilitated the creation of the shirt and pop-up shop and handled fulfillment to their various office branches. These annual pride shirts are part of an ongoing campaign by Corgan's Belong Diversity Council that allows Corgan to use the funds from shirt purchases to make a donation to a charity like the National Inclusion Project.





## Student Athlete Gifting Suite

INM collaborated with The Missouri Valley Conference to create an online gifting suite, empowering athletes to choose personalized rewards for their season-long efforts. INM's comprehensive management streamlined operations, delivering a seamless experience and honoring the hard work and dedication of the athletes.





# digital solutions



## Company Store

The CUTX Company Store is a streamlined service for the marketing team, providing quick access to event merchandise and apparel. From affordable event giveaways to high-end gifts for executives and clients, we cater to a range of needs. New employees can conveniently order uniforms from a curated selection, ensuring a seamless experience tailored to their roles and privileges.

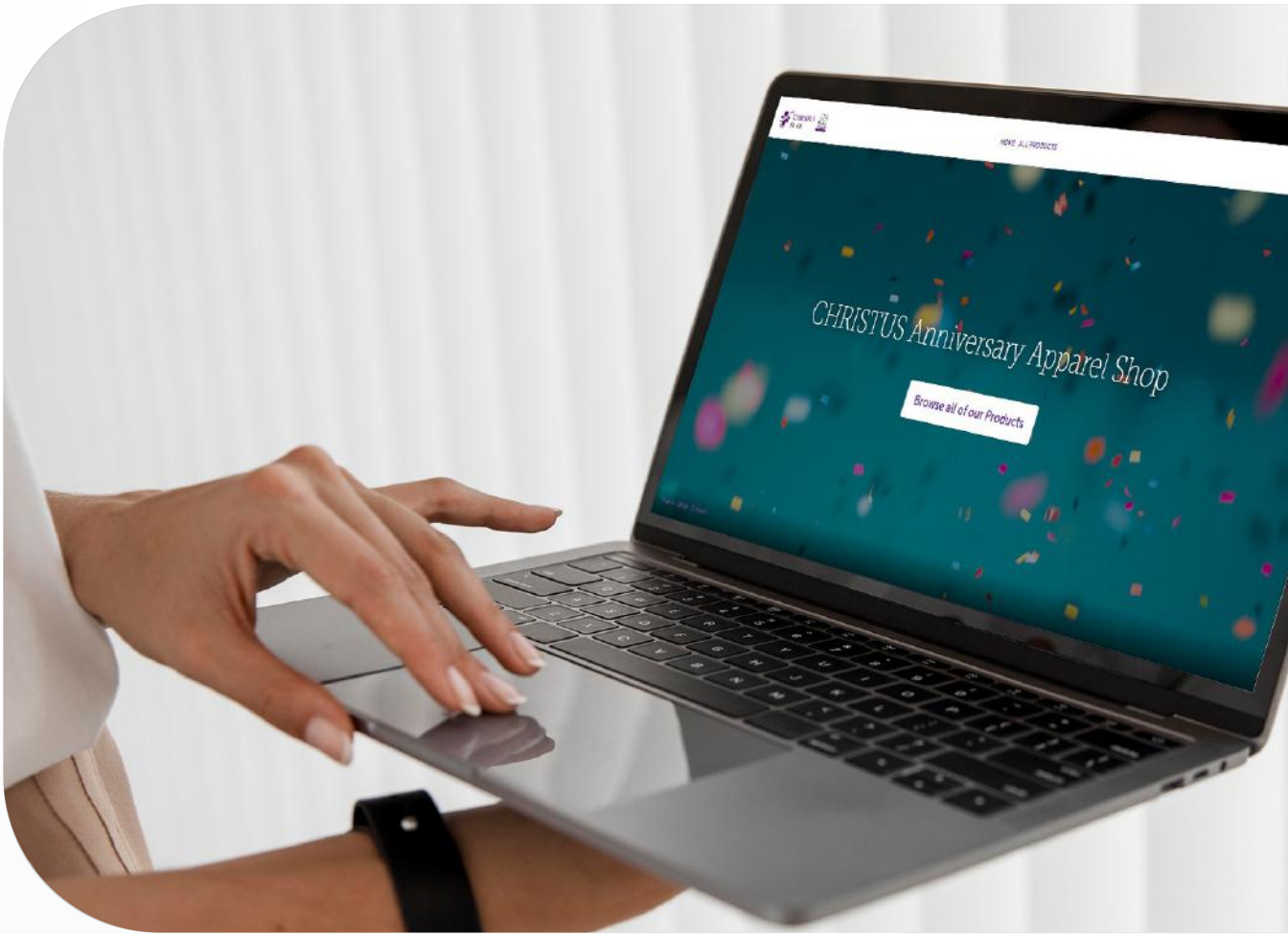




## Rebrand Shop

Polsinelli underwent a comprehensive rebranding effort, outfitting their firm with apparel featuring a new tagline. INM facilitated the rollout through QR-coded cookie canisters linked to an online shop, leading to widespread employee engagement. This project earned INM a prestigious PPAI Pyramid award for outstanding Internal Communication Program.





## Anniversary Shop

To celebrate CHRISTUS Health's 25th anniversary, we created an exclusive pop-up shop where each of their 1,000+ employees could handpick an apparel item featuring the jubilee anniversary logo. Our shop streamlined the gifting process, allowing us to seamlessly manage the logistics of the gifts. This ensured a tailor-made experience for each recipient and stress free gifting for our clients.



## Holiday Gifting Suite

INM collaborated with an event planner to create a custom department store within CHRISTUS Health's office, providing employees with a tangible gift experience. The department store allowed employees to browse products before redeeming their gift through an online shop, complemented by holiday-themed experiences like a hot chocolate and candy bar, along with photo opportunities with Santa in his sleigh, enhancing the festive spirit for all participants.



ELEVATING **YOUR BRAND,**  
ONE **PRODUCT AT** A TIME.



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