



# ELEVATING EMPLOYEE ENGAGEMENT WITH END-OF-YEAR APPAREL GIFTS

**Client:** A national healthcare services company

**Situation:** As the year came to a close, our client wanted to show appreciation to their employees with a thoughtful, high-quality gift. The goal was to dropship a higher end apparel item to each employee, across 12 different countries. The client also wanted to allow the client to select their gift and specific size. The goal was to provide a branded gift that employees would genuinely appreciate and use while also creating a sense of unity across a mostly remote organization.

**Solution:** Our team curated a selection of premium branded apparel and built a company store for our client, allowing employees to choose from a variety of styles and sizes. To create a truly memorable experience, we:

**Implemented a streamlined ordering process** via a custom online portal where employees could select their preferred apparel style and size.

**Coordinated fulfillment and logistics**, ensuring timely delivery to each employee's home address.

**Incorporated personalized thank-you notes** from leadership to reinforce the company's gratitude and commitment to its employees.

## RESULTS

**High Employee Engagement:** Over 95% of employees participated in the gift selection process, ensuring they received an item they truly wanted.

**Positive Brand Perception:** Employees reported increased pride in their company, with many sharing photos in a slack channel for other employees to see.

**Operational Efficiency:** The streamlined ordering and fulfillment process reduced the administrative burden and ensured on-time delivery without logistical headaches. Our team handled everything from decoration to fulfillment and shipping and handling.

**Sustained Impact:** Employees continue to wear their branded apparel, creating ongoing brand visibility and reinforcing company culture throughout the year.

The success of this end-of-year apparel gifting initiative reinforced the power of thoughtful, branded merchandise in boosting employee engagement and satisfaction. By combining quality products with a seamless fulfillment process, we were able to deliver a meaningful experience that resonated with its workforce.

Looking for a way to elevate your corporate gifting strategy? Let's create something memorable together!

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