

HOT
EMPLOYEE
GIFT

Gift for Relocated Employees Is a Good Move



Relocating some 1,200 employees is bound to cause confusion, but when financial services provider CompuCredit moved to a new location last summer, they hoped to stave off complete chaos. They consulted with promotional distributor The P.O.P. Shop Inc. to come up with a welcome gift that would also share info about the new building, the surrounding area, and essential internal contacts.

"The promotional products needed to be eye-catching and imply a celebratory theme, since the company's growth has brought employees to the larger and nicer office location," says P.O.P. Shop owner Sonya Beam. "It also had to be an all-inclusive item that could hold the information required."

Her team came up with an ice/champagne bucket with a simple "Celebrate," as per the client's



PHOTO COURTESY OF THE P.O.P. SHOP INC.

wishes. An outside pocket held a metallic gold spray plus an insert with a welcome message and a list of contact phone numbers. Inside was a bottle of custom-labeled water, a client-supplied cookie, information about area restaurants, and coupons.

The move was made in over a dozen phases, and at each one, The P.O.P. Shop staff delivered, assembled and placed the buckets on 30 to 200 desks on multiple floors.

So how did the massive move go?

"The client was incredibly pleased with the unique product recommendation and the positive response received from employees at each phase of the move," Beam says. "The moves went smoothly. Employees knew exactly who to call with any question, so issues could be resolved quickly." — JZ

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held a metallic gold spray plus an insert with a welcome message and a list of contact phone numbers. Inside was a bottle of custom-labeled water from Heartland Bottling (*asi/60294*), a client-supplied cookie, information about area restaurants, and coupons.

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photo courtesy of The P.O.P. Shop Inc. (*asi/288992*)