

Investment Company Uses Sheaffer Prelude as Top Customer Thank You Gift

PRODUCT:	Sheaffer® Prelude® Copper Finish with Gold Electroplate Trim Roller Ball
CUSTOMER:	Investment Company
OBJECTIVE:	Reward top customers
CASE HISTORY CATEGORY:	Holiday Gifts

- OVERVIEW:** An Investment Company wanted to present their top 100 customers with a gift for the holidays. The criteria for the gift was to (1) stay under a \$30 budget for each customer, (2) display the Investment logo, (3) be personalized, and (4) have a nice presentation with high-perceived value. The Sheaffer Prelude Roller Ball with copper finish and gold electroplate trim was chosen as the perfect item. Standard packaging on the item is a richly styled gift box, which elegantly presents the pen. The Investment Company logo was placed in a photofast emblem on the clip.
- DISTRIBUTION:** The company provided the names of its top 100 customers for the pens to be personalized using laser engraving.
- OUTCOME:** The Prelude met all of the criteria with an added bonus that the pen is also a useful item. The usage of the pens in the workplace provided a constant reminder of the company to the recipients. The gifts were met with outstanding acceptance prompting thank you letters from some of their most affluent customers.

