

Case Study 05 — Promotional Product Portfolio for a Campaign

Sector: Multi-industry marketing

Challenge

The marketing team needed a mix of products for different recipient groups instead of one item for everyone. They wanted options that could work across events, staff use and higher-value gifting while keeping the campaign visually coherent.

Solution

- Built a portfolio by role: high-volume item, practical daily-use item, premium item and alternative/innovative item.
- Used common brand-color and artwork rules across different substrates.
- Grouped products by recipient and use case to avoid over-spending on broad distribution.
- Created a quotation structure that allowed the client to compare quantity and product-mix scenarios.

Outcome

The client could allocate promotional spend more intentionally by audience while maintaining a consistent brand system across the full product mix.
