



CASE
STUDIES

Case Study 1

Client:

A Leading University in the U.S.

Industry:

Higher Education

Challenge:

Ensuring a Memorable Graduation Experience for Students During COVID-19

Overview

During the COVID-19 pandemic, in-person graduation ceremonies were canceled, leaving universities with the challenge of celebrating their students in a meaningful way. One of our higher education clients sought an innovative way to recognize graduates, foster school pride, and create a memorable experience despite the distance.

Solution: Custom Graduation Celebration Boxes

Smile Promotions collaborated with the university to design a custom-branded graduation box that was shipped directly to students' homes. The goal was to recreate the excitement of graduation day while maintaining the university's brand identity and celebratory spirit.

Key Features of the Graduation Box:

- Custom-Designed Packaging – A branded box featuring the university's logo, school colors, and "Congratulations" messaging to set the tone for the special occasion.
- Engaging Unboxing Experience – Upon opening, graduates were greeted with confetti and a graduation cap image with the message: "You Did It!"
- Practical & Meaningful Gifts – Inside the box, students received:
 - o A high-quality branded tumbler to commemorate their achievement.
 - o A business card holder to support their next career step.

Seamless Drop-Shipping – Smile Promotions handled all logistics, including packaging, kitting, and direct shipping to thousands of students nationwide.

Results & Impact

Enhanced Student Experience: The university successfully provided graduates with a memorable keepsake, reinforcing their sense of accomplishment despite the virtual format.

Increased Brand Engagement: Social media was flooded with posts from students proudly sharing their unboxing moments, generating excitement and organic promotion for the university.

Turnkey Execution: By managing design, sourcing, kitting, and fulfillment, Smile Promotions made it easy and efficient for the university to execute this large-scale initiative.

Conclusion

This project demonstrated the power of branded promotional products in education. By thinking beyond traditional swag, Smile Promotions helped the university create a lasting emotional connection with students during a challenging time.

Looking Ahead

Following the success of this initiative, Smile Promotions has continued to partner with universities for custom student engagement kits, alumni gifts, and faculty appreciation programs.



Case Study 2

Client:

University Foundation.

Industry:

Higher Education & Donor Recognition

Challenge:

Creating a Meaningful Donor Gift Within Budget

The Challenge

One of our university clients wanted to express gratitude to their million-dollar donors in a memorable yet cost-effective way. The challenge was to provide a symbolic and thoughtful gift that resonated with donors, reinforced their impact, and aligned with the university's brand—without exceeding budget constraints.

Solution: Custom Donor Appreciation Gift Boxes

Smile Promotions developed an elegant and personalized donor gift package to show appreciation while keeping logistics seamless.

Key Features of the Gift Box:

- Custom Packaging – A beautifully designed box featuring the university's branding, creating an immediate sense of prestige upon arrival.
- Personalized Touch – Each box included a custom thank-you card, individually addressed to the recipient. Given the importance of personalization, we ensured each card was matched correctly to the donor's shipping address.
- Luxury, Yet Practical Gift – Inside the box, donors received a plush Sherpa blanket, elegantly wrapped in a ribbon with the university's branding—providing warmth and a lasting reminder of their generosity.
- Thoughtful Presentation – The gift was nestled in crinkle paper for an added touch of sophistication and presentation.
- Seamless Drop-Shipping – Smile Promotions managed the entire logistics process, ensuring that each donor received their package on time and in pristine condition.

Results & Impact

Enhanced Donor Experience: The university successfully conveyed appreciation to its top donors in a way that felt meaningful and personal.

Strengthened Donor Engagement: The high-quality, custom presentation left a lasting impression, reinforcing the donors' connection to the institution.

Effortless Execution: By handling customization, kitting, and direct shipping, Smile Promotions streamlined the entire process, saving the university time and resources.

Conclusion

This initiative demonstrated how a thoughtful, well-packaged gift can have a significant impact without requiring excessive spending. Smile Promotions continues to support universities in crafting high-touch recognition programs for donors, alumni, and faculty.

Next Step

Looking to create a custom donor recognition or alumni appreciation program? Let's discuss how Smile Promotions can help you design a memorable and cost-effective solution.



Case Study 3

Client:

Major University Medical Center

Industry:

Higher Education & Healthcare

Challenge:

Selecting a universal gift suitable for all employees, from janitorial staff to physicians, while managing logistics for 21,000 recipients.

The Challenge

A leading university medical center wanted to show appreciation to all 21,000 employees, from frontline staff to executives. The challenge was finding a practical and universally appealing gift that aligned with the university's branding. Additionally, the logistics of distributing such a large volume of items across multiple locations had to be carefully planned to ensure a smooth rollout.

Solution: Custom-Branded Golf Umbrellas & Strategic Distribution

Smile Promotions worked with the university to design a custom golf umbrella that met their branding and color specifications, ensuring it was a gift that employees across all departments could use and appreciate.

Key Features of the Solution:

- Versatile Gift Choice – A high-quality golf umbrella, featuring the university's logo and brand colors, was selected as the perfect appreciation item—useful for all employees regardless of role.
- Mass Distribution Strategy – Given the scale of the order, Smile Promotions worked closely with the university to implement a phased drop-shipping approach, ensuring a smooth distribution process.
- Multi-Location Coordination – Instead of shipping all 21,000 umbrellas to a single site, we strategically delivered shipments to different university locations at different times. This allowed employees to pick up their gifts from the most convenient location.
- Seamless Execution – Smile Promotions managed all logistics, ensuring that every employee had access to their gift without delays or complications.

Results & Impact

Widespread Employee Appreciation: Employees at all levels, from custodial staff to senior physicians, received a high-quality, practical gift that reinforced their value to the institution.

Efficient & Hassle-Free Distribution: By drop-shipping in stages to multiple locations, the university was able to provide easy pickup options while avoiding logistical bottlenecks.

Increased Demand & Repeat Orders: The university was so impressed with the umbrellas that they ordered 2,000 more for future gifting initiatives.

Conclusion

This project showcased Smile Promotions' ability to execute large-scale gifting programs with seamless logistics. By choosing a useful and inclusive item, the university was able to successfully recognize and appreciate its entire workforce.

Next Steps

Looking for an employee appreciation or recognition program that is both impactful and logistically seamless? Smile Promotions specializes in custom corporate gifting solutions for universities, hospitals, and large organizations. Let's create something meaningful together!



Case Study 4

Client:

School of Business

Industry:

Higher Education

Challenge:

Creating a memorable and lasting graduation gift for all graduates while delivering a premium item aligned with the school's identity.

The Challenge

A prestigious university law school wanted to present all graduates with a unique and meaningful keepsake that would serve as a reminder of their achievement and connection to the institution. The goal was to select a gift that was both functional and commemorative while reinforcing the pride of graduating from the university.

Solution: Custom Crystal Paperweights with 3D Building Imagery

Smile Promotions collaborated with the university to develop a stunning Chapin Rectangle Crystal Paperweight. We designed a custom optical crystal piece that featured a 3D laser-etched image of the university's iconic building, paired with a deep-etched school logo for a sophisticated and personal touch.

Key Features of the Solution:

- Premium & Timeless Gift – The optical crystal paperweight was chosen for its elegance, utility, and longevity. Graduates can use it as a functional desk accessory while being reminded of their alma mater.
- Custom 3D Imagery – The interior 3D etching of the university's building made the piece stand out as a highly personalized and visually striking gift.
- Consistent Repeat Orders – The law school was so pleased with the success of this gift that they have continued to reorder it annually for four consecutive years.
- Enhancing Alumni Connections – The gift fosters an emotional connection between graduates and the institution, serving as a constant reminder of their academic journey.

Results & Impact

Long-Lasting Brand Affinity: Graduates receive a high-end keepsake that strengthens their bond with the university for years to come.

Repeat Program Success: Due to overwhelmingly positive feedback, this program became a staple graduation tradition.

Elevated Perception: The premium nature of the gift helped position the university as thoughtful and invested in its graduates' milestone moments.

Conclusion

This project highlights Smile Promotions' ability to create impactful, high-quality gifts that leave lasting impressions. By combining thoughtful design with functional value, we helped the university establish a meaningful tradition for its graduating class.

Next Steps

Looking for a memorable graduation gift or alumni keepsake? Smile Promotions specializes in designing custom, high-quality recognition gifts that build lasting connections. Let's create something special for your organization!



Case Study 5

Client:

University School of Business

Industry:

Higher Education

Challenge:

Creating a fun, brand-forward gift to engage and unite current students while reinforcing school pride.

The Challenge

A major public university sought to provide a unique and engaging item to distribute to its entire student body. The goal was to design a custom piece that would embody the school's spirit, foster a sense of community, and serve as a memorable keepsake that students would proudly display or use throughout their academic journey.

Solution: Custom Mascot Figurine in Business Attire

Smile Promotions collaborated with the university to design a custom-shaped figurine of the school mascot, dressed in business attire. This playful and meaningful design symbolized the students' growth and future success, while reinforcing their connection to the university.

Key Features of the Solution:

- Custom Mascot Design – We developed an exclusive figurine mold featuring the university's mascot dressed in professional business clothing, giving it both a fun and aspirational feel.
- Campus-Wide Appeal – The mascot resonated with students across all disciplines, creating unity and excitement around campus.
- Consistent Success – The project has become a tradition, with the university continuing to reorder this custom mascot every year due to its popularity.
- A Collectible Item – Students see this as a collectible and a badge of belonging, strengthening their connection to the university brand.

Results & Impact

Enhanced Student Engagement: The figurine created a buzz across campus and helped foster a sense of school spirit among the student body.

Year-Over-Year Success: Due to positive student feedback and growing demand, the university has placed annual reorders.

Memorable Branding: The mascot serves as an everyday reminder of students' academic journey and future aspirations, while reinforcing the university's identity.

Conclusion

This project highlights Smile Promotions' ability to create custom, branded experiences that go beyond traditional promotional items. By combining creativity with strategic brand alignment, we helped the university deliver a gift that resonates with students year after year.

Next Steps

Looking to create a custom student engagement program? Smile Promotions specializes in designing tailored branded solutions that leave a lasting impact on your campus community.





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