

# Think inside the box... for a change.



**HOT**

Cool solutions in print.

# Bring Your Idea to **FULFILLMENT** IN 5 EASY STEPS

## 1

Choose  
Branded  
Products



## 2

Design & Print  
Marketing  
Materials



## 3

Pick  
Box Size  
& Style



## 4

Design  
Box  
Interior



## 5

Fulfill,  
Assemble  
& Ship



## 6

Other  
Services



- Target & Saturation Mailing Lists
- Postage Discounts
- Warehousing
- Custom Portals



# CASE STUDY

## When quality really matters.



### Their Story: arrrrr

This company presents these gift boxes during their agency wide vision meeting every year to discuss the future of their company and see where it's going. The kit contained a comfy blanket, candle and t-shirt which represent being comfy in your own home. These items help figure out what the year will hold or what they are trying to strive for.

**Shiver Me Timbers...**  
**The Campaign was a Complete Success!**

# CASE STUDY

## Idea for better response.



### The Story: Spotify

With the emerging of both the Spotify platform as well as the popularity of podcasts as a form of news and entertainment – this podcast startup project was sent to approximately 250 emerging media personalities to try and sway their programming to use the Spotify platform. The kit included a commercial grade desktop microphone, coffee mug and a few other small branded products.

**What a great way to get the tools directly in the hands of their prospected users!**



# CASE STUDY

## Popping in to say thanks.



### The Story: Crown Services

Crown has offices throughout the Midwest and Southeast. They specialize in staffing for light industrial, healthcare, office and administrative positions.

This tightly focused mailing with the theme "You Make Us Pop" was sent to all clients that had been placed in a customer service position. The product was the BXC-470 microwave popcorn mailer to thank all their work clients for a great effort.

**Celebrating success.**

# CASE STUDY

## Motivation in a Package.



### The Story: Hoag Hospital

Hoag created a much appreciated kit for the Thanksgiving holiday. Each kit contained 2 grocery gift cards and four movie tickets. Also inserted a branded 100-piece puzzle PZ-5100. Kits were shipped directly to employees' homes.

**Gifting smiles for Thanksgiving.**



# CASE STUDY

## Welcome kit for college freshmen.



### The Story: Milwaukee School of Engineering

MSOE knows that when students start their freshmen semester feeling a strong partnership to their school, the retention and graduation rate are positively impacted.

They chose to develop a custom kit to celebrate this milestone and welcome them with info on student life and events. The kits have been well received. This program is being expanded to including additional student-focused items and detailing about events.

**#MOSE goes to the head of the class.**

# CASE STUDY

## Make doing business fun!



### The Story: Logi "Predict"

Their name, Predict, makes the Magic 8 ball a perfect promotional item to carry their message. The 8 Ball and an information card were placed inside the the custom printed BX-301 box, then shrinkwrapped and shipped individually to potential customers. The project has been so successful that Logi has reordered two additional times.

**Make your message memorable.**



# CASE STUDY

## High impact & interactive.



### The Story: Snapchat

Snapchat wanted a promo vehicle to drive home their theme of "Bringing People Together." They chose the PZ-432 puzzle in matching box. Puzzles were used in multiple settings where groups of people worked together. Snapchat supplied an AR graphic for printing. Then it got really fun! People were asked to open their Snapchat app, snap a pic of the puzzle and watch the graphics come to life like a video of people laughing, throwing popcorn, etc.

**Interactive worked.**

# CASE STUDY

## Congratulations are in order.



### The Story: Summit Funding Inc.

Summit wanted to reward their top-producing Loan Officers with an all-inclusive vacation to a tropical location.

The announcement of their qualifying was sent out in a custom printed box carrying their message. The package was both an announcement and invitation and included items needed for the trip: visor, water bottle and golf club cover along with their acrylic award. The package created excitement and appreciation for a job well done.

**A great gift plus motivator all in one package.**



# CASE STUDY

## A custom kit to engage & promote.



### The Story: Macy's

The Macy's Flower Show was becoming a very popular tradition for this top retailer. They wanted to produce a special customer giveaway to further support the promotion in their top 3 retail locations. We created a "Carnival" theme kit to be given to families as they enjoyed the 10-day event. The kit featured a themed printed piece detailing the event along with family friendly treats. The attendance achieved record numbers supported by significant increase in sales. Online traffic to the promotion website also increased.

**This big success will be a bigger component in Carnival success next year.**

# CASE STUDY

## Custom box creativity.



### The Story: Custom Box

Has your client sent you on a search for a custom box? This box was found by an end user and requested it be recreated. We were able to design and create the perfect custom piece.

**Customer happy with box recreation they wanted.**



# CASE STUDY

## Targeted marketing.



### The Story: Amazon Prime

Amazon Prime needed a venue to attract college students to sign up for "Student Prime." They knew if they signed up while in college, Amazon would have customers for life.

A custom printed box was fulfilled with practical college items like tape, deodorant, razors, post-its, etc. All were wrapped in tissue for a nice presentation. Included was an instruction card on how to sign up for Prime at a discount.

Boxes were shipped in large quantities to various colleges where they were handed out to targeted students.

**Successful promotion continues yearly.**

# CASE STUDY

## Comfort in a box.



### The Story: Aircall

This cloud-based phone system sent a collection of comforting gifts to their customers. Box BX-690 with shredded tissue included blanket, socks, coffee mug and hot chocolate. Along with a message from corporate office, they used this program to establish a call-to-action for account reps to reach their top accounts.

**Over a 60% response rate to this program... wow!**



# Let us tell your brand story.



Boxes with  
Corrugate  
Insert Trays

## Fulfill in 5 Easy Steps

1. Pick Products
2. Design & Print Marketing Materials
3. Pick Box Size & Style
4. Design Interior
5. Assemble & Ship



Reveal  
Boxes



Boxes with  
Foam Insert  
Trays



Chipboard Box  
Popcorn Mailer



Fold Above Boxes

Many standard sizes and styles including custom. Contact **HOT** first to discuss your next project.

Boxes with  
Shred Fill



Custom Spot  
Mount Boxes

# CASE STUDY

## New product introduction.



### **The Story: Hampton Bay**

Kitchen cabinet manufacturer was introducing a new Deigner Series of cabinets. Packaging was created with a custom box and tray to hold 2 journal books, 2 packages of mints and a cover letter with a dozen brochures on the new series. These were delivered to their dealers to introduce and facilitate sales on the new product line.

**This packaging allowed them to "tell their story" in a unique and engaging way.**



# CASE STUDY

## Influential & winning gift.



### The Story: Coffee-mate

Coffee-mate revealed out to social media influencers that promoted the Coffee-mate brand. They received a foam tray secured Tervis tumbler, coaster and polaroid camera to document the experience. Of the 107 kits mailed, 88 posted on their social media accounts engaging their followers promoting interest in the product.

**Real simple success.**

# CASE STUDY

## Recognizing employees hard work.



### The Story: Facebook

To show their appreciation they had boxes of themed gifts sent individually to their employees. Recyclable box BX-754 was chosen printed inside and out. Gifts included speaker, reusable tote bags and straws packed with recycled shred. A note contained an appreciation message and that a tree was planted in the recipient's honor.

**Now this is a complete & thoughtful employee gift.**



# CASE STUDY

## Company family picnic.



### The Story: Webcor

Webcor wanted to send the message that they valued their employees so they created a unique invitation to the company family picnic. Invitation was a puzzle, disassembled and placed in an organza bag inside a custom printed box with colorful shred, then mailed to each employee's home.

**Each family enjoyed the invite & had fun assembling the puzzle together.**

# CASE STUDY

## Easy at A-B-C.



### The Story: Armstrong

Sales reps found that various tile and ceiling industry items were foreign and overwhelming for those not experienced in the industry. They had the idea for "Alphabet Soup" to represent Easy as A-B-C theme. They chose 12-oz can PZ-3081 with four-color label and 8-inch round puzzle. The piece coincided with a video on their website that aided in education of their products. A great presentation to engage designers and architects.

**Not the standard industry dull presentation.**



# CASE STUDY

Brand it so they remember you.



## The Story: Louisiana Health Care & Injury Centers

LHC wanted to send birthday gifts to their clients. In the past they sent gift cards that they realized did not create the lasting impression they desired. So they opted to promote the business with a branded cutting board in custom printed tuck box BX-774 that was suitable to send via UPS or FedEx.

**A perfect birthday impression they will use daily.**

# CASE STUDY

## From donor gift to online sales.



### The Story: Private Divinity School

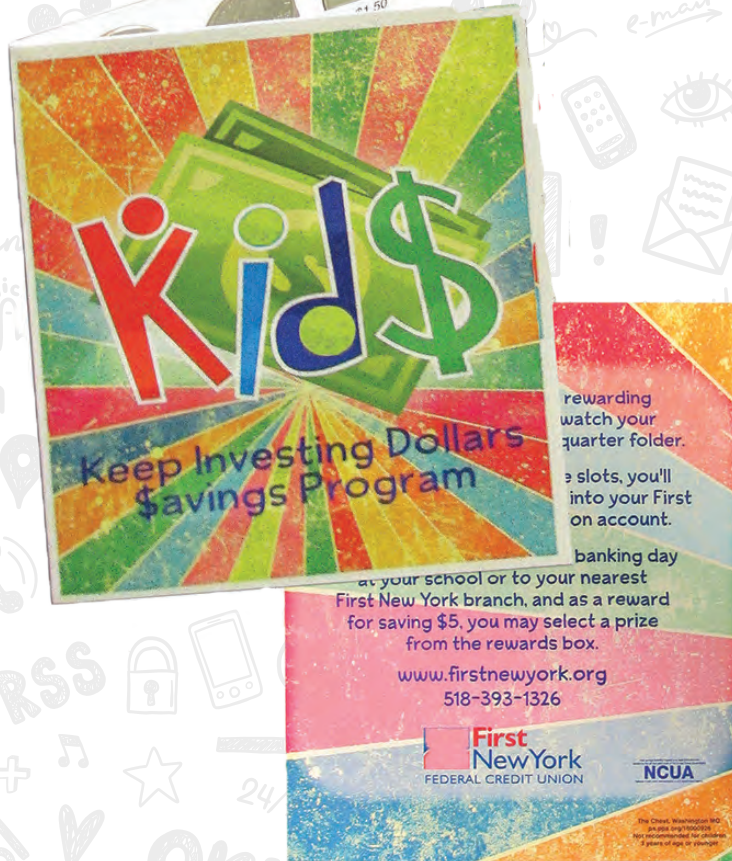
A private school offered a tiered level donor gift. Custom printed box PZ-732 and 432-piece puzzle was given to donors at their end of year gala. The puzzle was received so amazingly well it became part of their online store.

**Marketing item becomes additional revenue stream.**



# CASE STUDY

## Learning good financial habits.



### The Story: First Federal Credit Union

Using the PZ-530 coin collector card to promote saving to their young account holders. Cash cards that hold \$5 worth of quarters were handed out to both existing and new young savers. Kids could bring a full card back to deposit in their savings account and select a prize from the rewards box.

**A great learning experience appreciated by parents.**

# CASE STUDY

## Direct mailer that gets noticed.



### The Story: Citrix

This software company wanted to target corporate CIOs with their new service. The benefits were detailed on a USB and tucked into a foam cutout in the PC-045 postcard to mail. The postcard has 3 panels for copy that intrigued recipient to watch the power point presentation on the USB.

**A great delivery system is sure to reach your targeted recipient.**



# CASE STUDY

## We make it better...open me first.



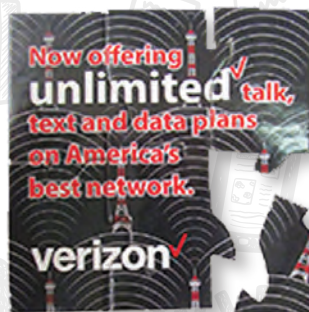
### The Story: US Military Academy

US Military Academy targeted America's top students to attend West Point with a mailing piece that included a beautiful memorable pen to use to sign their letter of acceptance, something the recruits are sure to keep forever. It was mailed in the unique dimensional PZ-537 Bubblegram that says "open me first."

**A distinctive mailer used to tell a story and become a memorable keepsake.**

# CASE STUDY

## We make direct mailers better.



### The Story: Verizon

Verizon's introduction of unlimited talk, text and data plans was highlighted by handing out the PZ-521 Bubblegram postcard puzzle. The puzzle made the handout interactive, fun and memorable. The Bubblegram not only delivered the puzzle but was custom printed with all the info needed on the new plan.

**Tell your story while making an impact.**



# CASE STUDY

## Need employees? Engage.



### The Story: Cascade Environmental

Cascade Environmental was looking for employees with well drilling certification in 5 specific states. After securing this highly targeted mailing list, they designed a "tropical" theme enticing the recipient how to make their future better with a great job at Cascade. Make it easier to buy a house, cars, boats, vacations and more.

Using PZ-571 Bubblegram to hold a branded lime-shaped bottle opener keychain, they used the three panel mailer to entice and direct potential employees to their website.

**A much better response than a simple postcard.**



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