



# The Proven Power of Corporate Gifting

*A case study of Farm Focus*



# Case study

## FARM FOCUS

Farm Focus is a farm financial and management software in New Zealand. They work with farmers, accountants, consultants and bankers to provide a big picture view for farming businesses, to give farmers the confidence to make the right decisions. They not only provide great software, but they care about the Farmers, and are always customer focused. Their mission is to make a product that makes sense to farmers. In their own words "Farm Focus has been designed for farmers, by farmers".

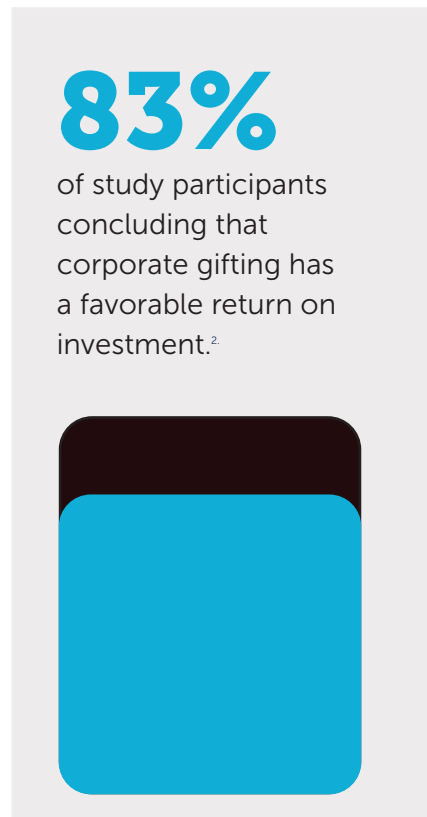
Home (2022) Farm Focus. Available at: <http://www.farmfocus.co.nz/> (Accessed: November 10, 2022).

## **The challenge**

Farm Focus believe having that customer connection plays an important role, so they wanted to give back to the farmers and acknowledge their hard work. They understand their customers - "farming is a complete lifestyle, not just a job". The four key points that were important for Farm Focus to deliver were; usefulness (something they could use on the farm), long lasting quality, appearance of the item, and the surprise factor.

# Why corporate gifting?

The goal of corporate gifting is to forge a bond between the gift recipient and the business or brand. Farm focus saw giving corporate gifts is a great method to increase existing customer retention and increase brand engagement amongst their customers and clients. For them, it was about creating a memorable, tangible experience, whilst showing their customers that they are important to them, increasing their loyalty.



<sup>1</sup> Team, S. (2022) 20 impressive corporate gifting statistics for 2022, Soocial. Available at: <http://www.soocial.com/corporate-gifting-statistics/> (Accessed: November 10, 2022).

<sup>2</sup> Box, B. (2022) Why corporate gifting is important: Breo Box blog, BREO BOX. BREO BOX. Available at: <https://www.breobox.com/blogs/news/corporate-gifting-important> (Accessed: November 10, 2022).

# 1

## **Show appreciation**

Giving clients, vendors, and staff branded corporate presents shows that the company values its commitment and appreciates them. Long-term clients can get gifts as a token of appreciation for their ongoing engagement.

# 2

## **Customer loyalty**

Maintaining a competitive advantage in the market is more crucial than ever in the modern world with new enterprises. It only takes a matter of time until your clients consider switching to another service provider if there is someone out there offering better service, a better product, or a better experience.

# 3

## **Stand out**

In today's world, innovation is becoming more and more important. Corporate gifting gives you the opportunity to be set apart from your competitors, giving you the edge.

# 4

## **Brand awareness**

Although it is not necessary to give gifts, they will notice that the company cherishes working with them. People talk. Customers talk. Positive word of mouth will improve your reputation and send yours to the #1 spot without competition.

## The Farm Focus Story

Farm Focus collaborated with Betacraft. Together, we went through the concept, design process and logistics to arrive at the solution of a quality branded jacket that meet all four key factors.



### Usefulness

Farmers use rain jackets nearly every day in winter. Katrina says "the first lot that we sent out, it was pouring with rain, so it was perfect timing for us as well."

### Quality

Since 1952, Betacraft have been a trusted brand, known in the industry for our quality and performance.

### Surprise factor

Packaging was really important for this. Katrina says, "One lady was saying, love, love, love, love, love the box. Loved opening the box and the quality jacket."

### Appearance

This included branding such as custom colours, logos and packaging.



## The result



Scan to hear the full story



Zoe - Gift recipient, Sheep & Beef Farmer



Katrina - Business Development Manager

*"We know it was a success story! Why do we know that? Because our farmers were thanking us. One lady was saying, love, love, love, love, love the box. Loved opening the box and the quality jacket."*



Zoe - Gift recipient, Sheep & Beef Farmer

*"So not only do they produce, you know, great software, they're also thinking about the farmers and what they could utilise on farm. And I think that is an absolutely fantastic thing."*

In a growing competitive market, customer loyalty is becoming more and more of a key priority in every industry. That's why it is so important to stand out in the eyes of your customers, make your brand their number one choice.

Farm Focus is an excellent example of how understanding your customers needs helps you recognise ways to build trust and make connections of life long value. By choosing corporate gifting, Farm Focus created a memorable, tangible experience, whilst showing their customers that they are important to them. They won, their customer won, and you can win too.

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## Let's chat.

*Find out how to increase your brand loyalty*



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