

CASE STUDIES

COLLEGES & UNIVERSITIES





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WELCOMKIT

A Resident Assistant (RA) at a college dorm is preparing for the arrival of a group of new roommates, all of whom are first-year students away from home for the first time. Understanding the importance of creating a welcoming atmosphere, the RA decides to give them all a welcome-home gift.



WELCOMKIT is perfect for this job, as it includes a personalizable MIDNIGHTRAMBLER bag, HEMMINGWAY notebook, BOUNTY pen, and a PICCOLO mini tumblr. This thoughtful gesture aims to help the new residents feel more comfortable and supported as they settle into their new living environment and begin building a sense of community.

FLAIR



At a college recruitment fair, the admissions team decides to give away complimentary stickers to prospective students as a fun and memorable way to engage with them. The stickers, featuring the college's logo, mascot, and popular campus slogans, are handed out to students who visit the college's booth.

FLAIR has 13 different sizes of decals allowing you to personalize items such as tumblers, gift boxes, jotters, etc. By offering a small, branded item, the college/ university aims to leave a positive and lasting impression on potential applicants, making them feel more connected to the campus community while subtly promoting school spirit and pride.



PROLOOP

A recently graduated college student receives a thoughtful gift from the alumni association: the PROLOOP, a vegan leather keychain with the college/universities official logo printed on it. The keychain is presented during a special graduation event, symbolizing the student's transition from college to the next chapter of their life; It serves as a tangible reminder of their achievements and connection to the university.



PB24



During a high-energy college football game, the cheerleading squad is on the sidelines, rallying the crowd and boosting school spirit. As the game progresses, they begin tossing water bottles, PB24, with the school's football logo imprinted on them into the stands. The crowd cheers as the bottles soar through the air, eagerly reaching out to catch the branded souvenirs. This created an exciting atmosphere while also giving the fans a tangible piece of the game to take home.

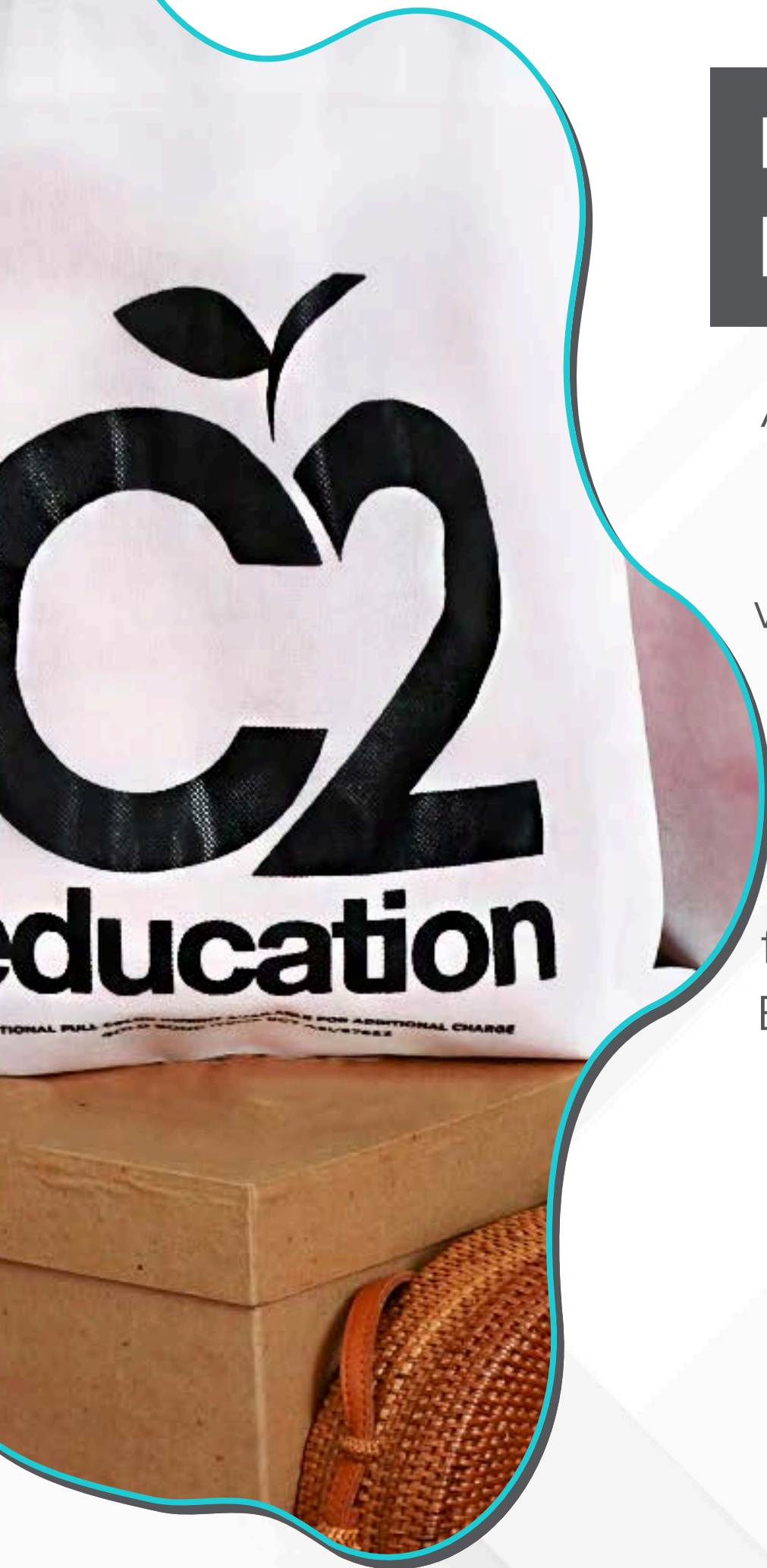
ROMANCECARD

During a college sorority recruitment event, the recruitment leaders hand out envelopes to each girl, each containing a card that reveals which sorority they've been assigned to. This card is Gold Bond's ROMANCE CARD, a 4" X 5.5" customizable card. As the envelopes are opened, smiles and cheers fill the room as the new members discover their sorority names, marking the beginning of their new journey.



ECT

At the start of the semester, a college club welcomes its new members by handing out branded bags, ECT, during the first meeting. The ECT bags serve as both a practical gift and a way to help new members feel included in the group.



FLEXXL

In a computer science class, a college student struggling with commands noticed that his mousepad had key shortcuts printed on it. He started using these as a reference during lectures, quickly learning the commands and improving his coding efficiency. FLEXXL allows the customer to print whatever artwork they'd like on the mousepad, whether that be cheat-codes, fun artwork, or personal information. What seemed like a small detail turned into a useful study tool that helped him grasp the material more easily.

