



CAMPAIGN IDEAS FOR GIFT SETS

by Goldstar Pens

Fall often signals the beginning of gifting season for many organizations looking to express their gratitude to loyal customers. But what if small displays of thanks and gratitude was part of an ongoing campaign (or multiple campaigns!), offering additional opportunities for brands and customers to connect?

Here are just a few ideas and examples on how to incorporate affordable, everyday-use items like writing instrument gift sets year-round.



Recruitment & Onboarding

For years, universities and companies have been using welcome kits at orientation events to on-board new students and hires upon their arrival. One organization created a positive brand experience **before** new hires arrived to work. New employees received a welcome letter and company branded gift set before their first day on the job. A great intro to the warm company culture that awaited them. **#kudos**



Tres-Chic Brights & Chroma Gift Set (item #DVI-C).



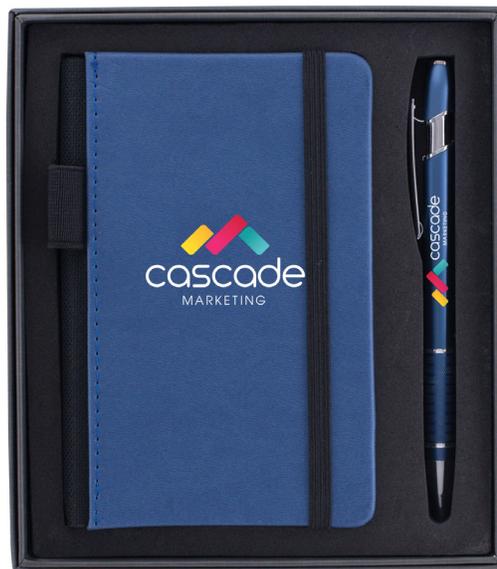
Employee Engagement

From rolling out a brand refresh to offering employees a company keepsake at the next town hall meeting, branded promotional products can be used to help build engagement in the workplace and beyond.





“I have a customer who is firm about their staff only using company branded notebooks when visiting clients,” said one marketing consultant. “They take their notebook to offsite meetings, to seminars... and they take their company logo along for the ride too.”



Andrews & Ellipse Gift Set (item #DKX-C).



Volunteer Appreciation

Volunteers are active brand advocates. Recognizing and thanking them for their time and support on a regular basis is always a great idea. Vertical markets where volunteer outreach opportunities exist include schools and nonprofits, police departments, and healthcare organizations.

From new employees to community volunteers, brand advocates come in all forms. And no thank you or acknowledgment is too small to make a difference in someone’s day. Explore cost-effective gift sets that offer everyday use and value to recipients year-round at goldstarpens.com.

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