

## CASE STUDY

# MAUI JIM

Personalized Holiday Shopper Incentive



### ◆ OBJECTIVE

To create loyalist CRM contacts for remarketing efforts, Maui Jim wanted to incentivize and reward holiday shoppers with a personalized sunglass case.

**Maui Jim** is a sunglasses manufacturer based in Peoria, Illinois. Founded in Lahaina, Hawaii in 1980, it is now the third-largest producer of sunglasses in the world.

### ◆ SOLUTION

Consumers that purchased any pair of Maui Jim sunglasses would submit their receipt digitally on a branded Maui Jim microsite managed and hosted by Be Decorating. We would then validate and approve the submission and create the digital workflow file for personalized decoration and shipping fulfillment.

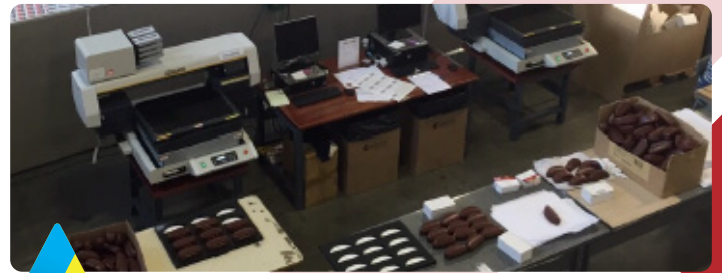
### ◆ PROCESS

Be Decorating developed a new process to personalize dimensional products. We created a way for us to process the purchase validation, then received the customer's details for personalization (names, #1 Dad, etc.) and shipping information.

### ◆ IMPACT

# 40,000 SUNGLASS CASES

We sent over 40k sunglass cases to Maui Jim customers within a 4 week time period. The customers loved the personalized details that made the sunglass case a long-lasting, enduring product experience.



We're a decoration-driven 3rd party logistics company that was created by integrating fulfillment and print production competencies, to serve a growing demand in the promo industry.