

CASE STUDY

NICE SALES KICKOFF KITS

EMPLOYEE ENGAGEMENT & ACTIVATION



◆ OBJECTIVE

NICE, a FinTech industry leader, needed a dynamic way to connect employees to the company and each other during their week-long virtual sales kickoff meetings. This event would normally be their largest sales meeting of the year, and with COVID-19, NICE created a virtual experience with physical elements that relayed back to the “Bring It On” theme of the kickoff.



◆ SOLUTION

CCG’s team created a custom box for each day for every attendee all packaged in a master carton. At the start of each day sales teams would open that day’s box which includes a branded gift, a welcome note from a sales leader for that day, and other meeting materials.

◆ SERVICES USED

CCG sourced, decorated, printed, kitted, and dropshipped the meeting gifts both domestically and internationally. The large NICE branded box contained five smaller boxes representing each day of the sales kickoff meetings, with an array of gifts, meeting necessities, and snacks relating back to the theme of the day.

◆ IMPACT

11,000 KITS SHIPPED

29 COUNTRIES REACHED

Using our multiple in-house services, CCG shipped 1100 boxes to meeting attendants across the globe. NICE employees loved the products and branded merchandise included!

