

2018-2019 SMPS CHICAGO EXCELLENCE IN MARKETING AWARDS

1st Place

PREMIER Design + Build Group – *Pebble Beach Invitation Package*

Objective: PREMIER's marketing team was approached with a unique opportunity to wow clients. The company leaders would be inviting five clients as guests on a once-in-a-lifetime golfing event at Pebble Beach Golf Links, the highest ranked public course in the country, in sunny California. The marketing team was tasked with creating a custom invitation that was as exciting as the trip itself.

Research, Planning, and Implementation: The marketing team brainstormed ideas that would set the tone for the event while providing a keepsake for the guests to enjoy for years to come. The team considered several ideas, including embossed wood invitations, three-dimensional paper invitations that folded open into golf ball shapes, custom engraved photo frames, and iPads with pre-loaded event information. The team put together an extravagant idea and pitched it to company owners: How about, instead of only an invitation, we send a full invitation package to the clients' front door?

Along with the pitch, the team also provided a cost breakdown, including individual item costs and overall budget. The leaders loved the idea, so the team began the design and implementation.

The package included:

- A YETI cooler with custom event decals. The color of the YETI would be white, and when combined with the black and gray custom decal and a large blue ribbon wrapped around, the package's exterior would match PREMIER's branding colors and elements.
- A custom laser-cut and laser engraved aluminum invitation would be designed with the exact dimensions of the ribbon in mind, so the invitation would slide right onto the ribbon. When the guests were to open the package, they would see the invitation on full display on top of the cooler.
- Inside the cooler would be placed two boxes of custom Titleist ProV1 golf balls, each ball displaying "PEBBLE BEACH 2019" and the player's name.
- The cooler also included a custom hip flask with each player's name engraved, along with the event name and date.

Results:

- The over-the-top gift, in line with the company's mission and values, was very well-received by the guests.
- The marketing team received a number of compliments from the guests and company leaders on the creativity and execution of the package.
- The invitation not only set the tone and helped them prepare for the event, but the keepsakes would remind them of the event for years afterward.

Judges' Comments:

- "A very unique and attention-getting event invitation! I thought this was really creative and well executed."
- "This is excellent evidence of a firm committed to marketing strategically, with quality, value and effectiveness being of equal priority."
- "Definitely gives impression the invite and the trip would be long-lasting memories."

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- “Overall, a very cohesive, sophisticated, and memorable (not to mention, fun!) campaign that ties well to the firm's brand and image.
- “Definitely outside-the-box (cooler?) thinking!”

EXHIBITS / EXAMPLES



The specially designed YETI cooler was carefully packed for shipping.



Once opened, the cooler had many more custom surprises inside.

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Laser-cut and embossed aluminum invitation and custom flask and golf balls



The name of the event was printed on each golf ball, with the player's name printed on the reverse side.