

OUR CLIENT:



The YMCA of the triangle is a 501(c)3 nonprofit who has strengthened the very foundations of their community for more than 160 years.

Their mission compels them to embrace, reflect and celebrate the richness of diversity within each other and the many communities they serve.

OBJECTIVE

Find something fun and engaging for the “We Build People” campaign that would be well received across many age groups.

TARGET AUDIENCE

Existing members and donors of the YMCA

SOLUTION

Custom playing cards and coloring books were just right for the campaign. They were fun, different and could be enjoyed no matter how old the member.

The coloring books were created from real images of members that turned into fun doodles to be colored!



“WE USE PROMOTIONAL PARTNERS ON A REGULAR BASIS AND OLIVIA AND I SERVE ON THE CHAMBER TOGETHER. THEY ARE ALWAYS ON THE SPOT; THEIR CREATIVITY, ASSORTMENT OF PRODUCTS, AND THEIR PERSONAL ONE-ON-ONE RELATIONSHIP WITH US MAKE THEM OUR FAVORITE PROMOTIONAL VENDOR.”

-KRAFT YMCA

ITEMS CHOSEN

- Custom Playing Cards
- Custom Coloring Books