

# C A S E

## OUR CLIENT:



Total Construction Solutions, Inc. is a female-owned general contracting company based in Apex, NC. TCS offers a complete range of construction services.



"... EVERY ONE OF OUR CUSTOMERS LOVE THEIR "SWAG BAGS" THEY GET FROM US. I'VE EVEN HAD SOME CONTACT ME AND AS IF THERE IS ANOTHER ONE OF WHATEVER THEIR FAVORITE ITEM IS! EVERYTHING IS CUSTOMIZED TO OUR COMPANY COLORS AND HAS OUR LOGO ON IT TO KEEP IT FRESH IN THEIR MINDS EVERY TIME THEY USE ONE..."

-TCS

## OBJECTIVE

Find a way to say thank you to loyal customers of TCS.

## TARGET AUDIENCE

Homeowners who selected TCS for their renovation projects.

## SOLUTION

Create a package to gift homeowners with items they will be sure to use and keep.

What better way to thank homeowners for their loyal business than to provide them with home items they will use time and time again.

## ITEMS CHOSEN

- Spoon
- Cozy blanket
- Fly swatter
- Grill spatula
- Bottle opener
- Pens
- Notepads
- Keytags
- Socks
- Shopping tote

# S T U D Y