



Case Study – Customer Loyalty Success

Shamrock Business Unit: Packaging

Client: Outdoor tractor manufacturer

Client Industry: Manufacturing, Outdoor Power Equipment, residential and commercial

Project: Customer Loyalty Kit

Project Abstract: The client selected Shamrock to manage the print, packaging and fulfillment of 3,000 Customer Loyalty Program kits designed for the purchasers of tractors. Customers who have recently purchased a tractor receive the following items in a loyalty kit:

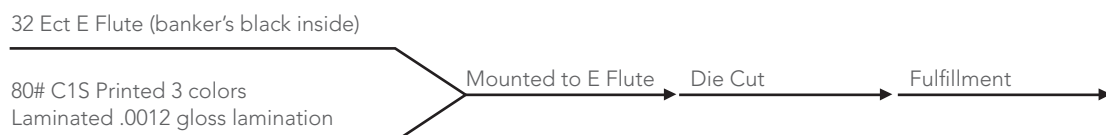
- ⊗ Thank you letter
- ⊗ Flashlight
- ⊗ Bumper stickers
- ⊗ Brochure
- ⊗ Survey

Shamrock designed and produced the custom kit box; sourced and branded the Tek LED flashlights; designed and printed the bumper stickers; and then assembled kits along with customer-provided collateral. To encourage customer response to the Survey in the kit, a \$50.00 coupon toward a future purchase was offered. The coupon fulfillment was also managed by Shamrock.

Background: The client is a leading global manufacturer of outdoor power equipment for residential and commercial markets. The company was founded in 1932 and is located in Valley City, Ohio.

Shamrock's Solution:

- ⊗ **Strategy:** Design and produce an effective and compelling customer loyalty kit with premium branded gift item, along with a fulfillment solution.
- ⊗ **Business Units Involved:** Packaging, Print, Premiums, Fulfillment
- ⊗ **How it worked:** Packaging Design Process for Kit:





Loyalty Kit:



Note: Shamrock's Packaging Business Unit designed both the foam insert and the outer mailer for this kit.

Results: The client is extremely pleased with the upscale look and quality feel of the kits. Because this is a recent program, there is no data available about survey return and coupon redemption at this time.