



# COLOR BLOCKED PACK-N-GO® ADULT 9012

## CASE STUDY

**MARKET:** Cable company - Golf Tournament

**PRODUCT USE:** Golf Tournament Gift

**OPPORTUNITY:** The customer was looking for a non-traditional gift they could give to participants at their upcoming golf tournament. In the past, they had gifted traditional polos, golf balls, towels, as well as other items, and wanted to change direction and find something that would be worn more than once and create multiple impressions.

**SOLUTION:** The customer chose the Navy and White Color Block Pack-N-Go®. The jacket was logoed in a traditional way, but they took it a step further by heat sealing a logo on the outside pouch for more branding. They loved the fact that the jacket could be handed out – PACKED UP – at the tournament. Small and easy to carry and adult sizes made it convenient for sizing the participants. What they liked most was that the piece would go in the players' golf bags and would be used over and over. Unlike a golf shirt that would be worn once or twice, or golf balls that would be gone by the end of the round, this piece would fit nicely in their bags and be worn for years to come.