



CAMDEN FULL ZIP HOODIE

ADULT 9037

CASE STUDY

MARKET: Veterinary Pharmaceuticals

PRODUCT USE: Gift for top achieving sales reps

OPPORTUNITY: A drug manufacturer in the veterinary pharmaceutical business offered a sales incentive for top sales reps. They wanted an apparel piece that would get the team excited and also get their name out in a bigger way. They wanted something that was unique and casual while appealing to a broad group of sales reps.

SOLUTION: They selected the Camden Full Zip Hoodie because it was trendy, relaxed and comfortable. The recipients were impressed by its quality and fresh take on a traditional full zip hoodie. The pharmaceutical company was excited because they were confident that the reps would wear it, which would increase their brand impressions. The weight of the hoodie was a bonus because the promotion ran nationally, and it was perfect for all climates.