



Client

Wells Fargo

Situation

Wells Fargo was holding a meeting for their top managers and required several different items for the event.

Solution

The event was a tropical theme because the meetings were being held in Hawaii. First, we recommended a beautiful black silk camp shirt, embroidered with the Wells Fargo logo on the left sleeve, tone on tone so that the managers would wear it for more than just the event. The managers wanted a quality shirt and were willing to pay more. Second, we supplied leis for the managers to wear at their theme night to distinguish their "team" and have something fun and colorful. The last item was a beautiful red journal book with a pen and the Wells Fargo logo in the bottom right hand corner that the managers could use to take notes at their meetings.

Results

The overall event was a complete success! The shirts were the biggest hit and very well received by the managers. The leis provided their unique identity at the event and an element of fun. The journals were so popular that they have been an on-going reorder from the managers that received them at the event for use at their independent branches.



CASE HISTORY