LASTING *impressions*
strategic marketing solutions

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Lasting Impressions works to transform our client's great ideas into brilliant corporate gifts and sales tools, elevating our relationship to that of a true marketing partnership.

We work with our partners to assess their marketing needs, create a strategic plan, and follow through with focused action. Following is a comprehensive marketing campaign created by Lasting Impressions to support the launch of the new Long Beach Mortgage Loan Origination System.

Mission

We were tasked with creating an integrated campaign that communicated both internally and externally to create awareness of the new software system, usage of the new tool and increase brand recognition.

Strategic Solutions

Custom Invitations

One of the best ways to integrate a campaign is to center the products around a common theme. Long Beach Mortgage chose a beach theme to coincide with their branding. Each employee was sent out an invitation at the beginning of the campaign to communicate what was to come and generate excitement. The invitation scrolls came packaged in a branded circular tin with starfish.

Employee Apparel

Apparel was a significant part of the promotional marketing plan for this project. We designed custom t-shirts with a beach logo to hand out to employees at a sales conference, purchased high end business attire to provide to the executive team, and also purchased polo shirts to give out to trainers. Due to the lengthy process of the rollout, Long Beach Mortgage needed long sleeved polos as well as short sleeved, to keep trainers comfortable throughout the year.

Office Essential Training Package

As a gift to the 1850 employees who underwent training on the new software, Lasting Impressions packaged together a set of office essentials, including a highlighter/pen combination, mylar flag booklet, note pad, and custom imagebook journal. Not only was this an incentive to go through the training, but also remained on the employees' desk long after to reinforce what they learned.

Trainer Gifts

For the hardworking trainers who traveled all over the country to spread the word about the new software, Lasting Impressions created a travel gift set to help make them more comfortable. This gift set included a reading light, neck pillow and eye mask for use on an airplane, train or car trip. All were packaged in a soft-sided case.

Employee Incentive Gifts

Upon completion of the rollout, all of the employees nationwide were gifted with a custom aqua hub and computer mouse. The aqua hub contained liquid with a custom floating surfer to carry on the beach theme of the promotion. Overall, Lasting Impressions created 1,850 gift sets.

Client Gifts

Lasting Impressions helped Long Beach Mortgage create nationwide awareness with 50,000 customers about their new web based loan origination system with custom wireless mice.

The custom gift set included wireless mice and a custom imprinted gift box with foam insert to protect the mice during shipping.

Long Beach Mortgage added flair with the slogan "no strings attached" as the title of the gift's marketing insert card. Lasting Impressions designed the marketing insert based on Long Beach's clever slogan to communicate the arrival of the new software solution.

Lasting Impressions and Long Beach Mortgage were able to truly partner with each other, collaboratively creating a plan of action. After discussion with Long Beach Mortgage regarding budget and concept, Lasting Impressions was able to propose and implement strategic marketing solutions to increase the success of the program, while simultaneously facilitating all of the details to ensure proper delivery and product quality.

To establish a strong partnership that will lead to creative, brand-building ideas like these call us at 425.822.6651 or visit LastingImpressionsGifts.net.