

Case Study: Maui Jim

Personalized Holiday Shopper Incentive

OBJECTIVE:

To create loyalist CRM contacts for remarketing efforts, Maui Jim wanted to incentivize and reward holiday shoppers with a personalized sunglass case.

SOLUTION:

Consumers that purchased any pair of Maui Jim sunglasses would submit their receipt digitally on a branded Maui Jim microsite managed and hosted by Be Decorating. We would then validate and approve the submission and create the digital workflow file for personalized decoration and shipping fulfillment.

PROCESS:

Be Decorating developed a new process to personalize dimensional products. We created a way for us to process the purchase validation, then received the customer's details for personalization (names, #1 Dad, etc.) and shipping information.

OUTCOME:

We sent over 40k sunglass cases to Maui Jim customers within a 4 week time period. The customers loved the personalized details that made the sunglass case a long-lasting, enduring product experience.



About Maui Jim: Maui Jim is a sunglasses manufacturer based in Peoria, Illinois. Founded in Lahaina, Hawaii in 1980, it is now the third-largest producer of sunglasses in the world.

About Be Decorating: We're a decoration-driven 3rd party logistics company that was created by integrating fulfillment and print production competencies, to serve a growing demand in the promo industry.