



The Sweetest Thank You

Gifting Food Items



Objective

CMG Home Loans approached The Sourcing Group with a unique challenge: they needed a creative (potentially custom) and cost-effective gifting solution for their loan officers to express gratitude to their clients. TSG was thrilled to take on the task of curating a memorable yet budget-friendly "thank you" experience that would resonate with every one of their clients and reinforce their commitment to building strong, lasting and personable relationships.

Strategy & Execution

CMG Home Loans and TSG collaborated to create a thoughtful, food-related gift that would appeal to a wide variety of clients, regardless of age, background or interest. In this on-going program, six Mrs. Fields "Nibbler" cookies are elegantly packaged inside a fully custom CMG-branded gift box. This packaging not only showcases the CMG Home Loans brand, but also includes a note with the specific signature of each loan officer to really make the gift feel personalized. The gifts are shipped via USPS Parcel Post, keeping shipping costs minimal and efficient.

From start to finish, TSG manages every aspect of the execution, working closely with our trusted vendor partners to ensure a seamless process. This includes overseeing the printing of the custom packaging, sourcing the cookies, coordinating fulfillment, and managing the dropshipping to USPS for delivery. The gift, as a whole, is a personalized and cost-effective solution that allows CMG Home Loan's loan officers to express gratitude in a meaningful, memorable and **easy** way.

Results

The success of this gifting program has exceeded expectations. Their loan officers have found the convenience of these gifts highly appealing, leading many to subscribe to the program. TSG receives a daily file feed from the CMG CRM system that provides addresses and all variable data for the recipients and notecards, allowing the printing and production to begin almost immediately.

The success of this initiative has sparked further interest within CMG, leading to the expansion of the program to include larger cookie boxes and even the introduction of birthday gifting options for their clients. This evolution demonstrates the program's growing impact and the value it continues to bring to CMG Home Loans.