

Cyber Celebration

All-Inclusive Party-In-A-Box



Objective

Corporate holiday gatherings are usually a highly anticipated event to celebrate a year of hard work. However, the COVID-19 pandemic forced companies to get creative with their end-of-the-year celebrations for 2020. Our client wanted to ensure their employees (both near and far) knew how much they valued their hardwork during an unprecedented year of working from home.

Strategy & Execution

Taking their love of celebration to heart, The Sourcing Group worked with the client to develop a virtual “Party-In-A-Box” kit with contents that were specifically curated for their online event. Each participant was shipped a box with custom design instructions, a snack tray, 3 packages of snacks, 2 branded bar glasses, a recipe card, a disco USB light, photobooth props and a few light up ice cubes for their drink; everything you need for the perfect cocktail party! 2,300 kits were carefully assembled and sent on their way to 2,300 end locations, mostly residential.

To add a unique touch of excitement, the virtual event featured a “Golden Ticket” type moment where each participant (across the region/country) dropped their light up ice cubes into their drink at the same time to view the liquid activating the lights. If they received the ice cube that lit up in a specific color, they won a prize! The deployment of this special detail took logistical planning and attention to detail by The Sourcing Group, but the time and effort was worth the excitement and participation. These small details can lead to large returns!

Results

A celebration that could have been a logistical nightmare, turned out to be the virtual party to remember! The online guests felt included and appreciated due to the thoughtfulness of their gifts that paired well with the safe execution of the event! The client was so happy with the outcome and feedback that they returned to us again this year with new ideas for their year-end celebration! Due to the on-going pandemic, The Sourcing Group will help with the product sourcing, kitting and shipping of an even bigger project this year! Celebrating from a distance doesn’t have to be dull and this project was the perfect example!