Bundle The Brand

Promotional Kitting

OBJECTIVE

UCSF Health was an existing client with The Sourcing Group, however, mostly focusing on small-scale label projects. When they began exploring a new initiative, developing a branded personal care kit, we took that opportunity to leverage our current relationship to offer new services and capabilities.

Their ask was open-ended: they needed a turnkey kit containing personal care products but did not have a defined product list, structure, or budget. The project was time-sensitive, requiring rapid ideation, sourcing, and execution.

STRATEGY & EXECUTION

Leveraging prior experience building similar kits, we guided the client toward a curated product assortment and streamlined process that aligned with their goals while remaining cost-effective and scalable.

To develop the initial proposal, we developed a wide array of product options and assembled a presentation outlining recommended items, packaging, and branding opportunities. The client relied heavily on our recommendations and ultimately approved a final product mix that balanced quality, usability, and brand consistency. All items featured a unified logo, and vendor partners provided mockups to ensure brand alignment across components.

Production and fulfillment required coordination across several sources as each of the kitted products came from different preferred vendors to ensure the highest quality and timeliness. Our overseas supplier network was also leveraged for additional kit items and cost efficiency.

RESULTS

The initial order of 10,000 was a success as subsequent reorders (2,500 units at a time) have been placed since. The program continues to generate repeat business through the UCSF's purchasing department, demonstrating the long-term value and sustainability of the solution.

In addition to the primary kit, a modified "Service Commitment Kit" version was developed for patient recovery scenarios. This variation required manual adjustments to remove specific messaging and repackage kits for targeted distribution. The modified kit is a good example of how a successfully executed project can transform and grow into different opportunities.