

CASE STUDY

Form Meets Function

Promotional cooling towels leave a lasting impression

Client

California Industry Association

Service

Conference Promotional Product

The Situation

A large non-profit industry organization representing 13,000 professionals and assisted by volunteer attorneys, lobbyists, and consultants had a conference in Palm Desert. They needed a promotional product to give away; they valued an item that looked great and left a lasting impression, but it was also important to them that it be functional.

The Challenge

The conference attendees were primarily professionals near retirement age. The client was seeking a product that would be appealing to that demographic and which would be used and appreciated. Logistical issues increased the challenge: the product needed to be easy to transport along with the other conference materials and props for the marketing booth.

The Solution

The client was considering towels or beach mats, products that would be useful in hot weather. Drawing on years of experience developing promotional products, the Project Coordinator suggested cooling towels. These small towels, designed to go around the neck, were significantly easier to transport than standard beach towels. Furthermore, thanks to the small form factor, they were easy for the attendees to carry around the conference all day, helping attendees simultaneously beat the heat and broadcast the client's brand.

The Outcome

Everyone loved the towels! Attendees stopped by the booth because they had seen others at the conference wearing them around their neck and staying cool. The client successfully raised awareness of their organization and attracted new members at the conference. When asked how they found the organization, new members often cited the cooling towels and how wonderful they were.

Client Testimonial

"Thank you Capitol Digital for producing the very well received cooling towels. We have acquired new members since and owe a huge thank you to you!"

