

It's In the Bag – Years of Service Celebration

INDUSTRY: HEALTHCARE/HOSPITAL SYSTEM

O'BRIEN CAPABILITY: FULFILLMENT & KITTING, INCENTIVES & RECOGNITION,
PROMOTIONAL PRODUCTS

LMN, a large healthcare system with over 100 locations in the Chicagoland area hosted a years of service celebration for their hardworking staff and volunteers. LMN desired something to make the day truly special for the employees as they headed out in the morning to explore downtown Chicago and later ended the evening with a party at a unique location. The healthcare system looked to O'Brien to create something that would make the celebration memorable and reflect the appreciation they have for these loyal and hardworking individuals.

O'Brien hand-selected, themed and custom branded items to make life easier throughout the day. With everything from snacks to a selfie stick, all components were kitted into a bag they could carry while enjoying the celebration experience. LMN's Human Resources department also leaned on O'Brien to ensure the kits were delivered to all six distribution locations (where the employees would be embarking from for their full day in Chicago). As each employee arrived, they were gifted with their special kit to kick off the day, including a special lanyard and VIP pass based upon their employment/volunteer status with the system.

LMN's Human Resources team relied upon O'Brien to turn around the design, production, kit fulfillment, custom packaging, and distribution within a very narrow time frame. While the time line shortened during this engagement, O'Brien still completed the project and delivered as promised over an already busy holiday weekend. The employees appreciated having all the necessities to ease their day of city exploration and felt appreciated by LMN.

a case study

