

Case Study #01:

COMMUNICATING CORE VALUES

IDEAS FOR: Education, Events, Non-Profits, Brand Building,
Leadership/Personal Development

The California College of Applied Science and Technology is a small, highly regarded technical school. As part of their culture, the school created motivational workshops for students lead by successful entrepreneurs and alumni, designed to instill core values and develop leadership skills.

The school was looking for a branded giveaway item that could carry a speaker's message while retaining usefulness and relative permanence.

- For each event, the school **created custom pen designs** featuring motivational sayings, statistics, or other factual pieces of information from each of the speakers.
- With an **average lifespan of 8 months¹**, and the highest regarded form of advertising for college students, promotional items were the best choice to help deliver their messages.
- The pens quickly became a collectible. Hashtags, photos and general discussions about the pens started popping up on social media. **Event attendance grew 300% over the course of the school year.**

1. ASI Impressions Study 2016



Item: #PDE - Duplex Brights



Full Color 360° Imprint Area: 2.883"x1.497"

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