

AURABOX CASE STUDY WITH *Ideation*



“What doesn't this little box of wonder do? It's a Bluetooth speaker. It's a modern-day Lite Brite and pixel animator. It's a way to keep connected to what's going on in the world of social media. The list is endless! While this item is great for all different types of occasions and audiences, I knew that our client would fall in love with the technology, innovation, and creativity of the AuraBox.”

Nathan Bailey
Account Executive
Ideation Promotions

OVERVIEW

As a full service agency, Ideation has an approachable professionalism and fine attention to detail has earned the kind of trust that doesn't just create a client—it creates relationships.

STRATEGY

Finding the perfect employee appreciation gift for a company that specialized in high-tech gear such as thermal imaging and night vision camera was going to be challenge—until the AuraBox was found. An app-enabled speaker with a host of features including social desktop notification, alarm clock, and digital artboard was just the fit for modern-day technophiles.