

BOLTRON CASE STUDY

WITH *City Paper*
COMPANY EST. 1897



“ We have found that end-user calls really set us apart from what most of our competition is doing. This project began to unfold after one such meeting. After our Origaudio rep came and showed them the Boltron, they knew that it would be the perfect closing gift. We, at City Paper, love working with Origaudio from their creative team, customer support, and amazing line of products, the partnership sells itself and makes our jobs so easy. Thanks for being amazing partners!!!

Nadav Raviv
City Paper Company

OVERVIEW

City Paper is a 120 year old promotional marketing and retail company headquartered in Birmingham, Alabama. The company prides itself on proactive, creative and solution based approach to client needs. At City Paper, the slogan is “If you can dream it, we can brand it.”

STRATEGY

City Paper’s client, BBVA Compass is an international financial institution with over 650 domestic locations. BBVA wanted to run a program to help their Business Banking Officers with prospecting efforts, as well as a gift for closing the deal. 3 items were chosen for an e-commerce site with the Boltron Charging Pad being the premier closing gift. The large imprint area allowed them to utilize their brand blues on the entire item with their name and tagline centrally located on top. This is a perfect B2B desk item that would be a utilized and visible in their prospect/clients office.