

CALIMARI CASE STUDY

WITH  Brandito



Many clients will send us a picture of a cord and ask how cheap they can get it. We tell them they have the option of getting it cheap or getting it right. Spending a little more for an Apple certified product ensures end-users will keep and use the give-away, providing our clients a greater cost per impression. It also gives us the confidence as distributors that the products we're selling will perform as they should."

Kevin Mullaney
Partner, Vice President
Brandito

OVERVIEW

As a Virginia-based promotional product distributor, Brandito's foundation is rooted in education, adaptability, consistency, and reliable customer service.

STRATEGY

When Brandito's client approached them about an inexpensive multi-cord tech solution, the process began with education.

The Calimari's size makes it perfectly portable and compatible with most tech gadgets, including Apple. And unlike similar products in the industry, its vibrant full-color imprinting maximizes brand exposure in a smaller-sized item.