

CANCAN CASE STUDY

WITH **publicidentity**
BRANDING MADE EASY.®



“What’s there not to love about the CanCan? The pocket-sized Bluetooth speaker is made for traveling—perfect for a large group coming from various locations across North America. After we created a one piece spec sample for the client to touch, feel, and listen to, they were completely amazed from the big sound this little speaker carried. The quality of product together with the retail look of the packaging sealed the deal and returned results the client was thrilled with.”

Bebe Duarte
Dolphin Graphics

OVERVIEW

Since 1986 Dolphin Graphics has been dedicated to producing innovative and inspired designs and products to enhance and build brand identities and integrated marketing solutions.

STRATEGY

One of Dolphin Graphic’s long-time clients hosted their first ever partner summit in 2017. The event managers wanted to collect feedback via a post-event survey from their 400+ attendees to improve future events. The CanCan was chosen as a thank you gift for taking the survey. It had to have a high enough perceived value to motivate survey participation, but be small, lightweight and portable so participants could fit the gift in their luggage. With over a 90% participation rate in the survey, the CanCan proved to be just the thing to spark interest and get the results.