



# PIONEARS CASE STUDY WITH



“ The Pionears could not have been a more perfect fit for the Georgia Alliance of Community Hospitals event. I knew my client needed the latest and greatest product, and the Bluetooth technology, wireless earbuds, and charging application was just what the traveling executives needed. The Pionears were fantastic, and very well received by the attendees.”

Ellen Nixon  
Kaeser & Blair

## OVERVIEW

Kaeser & Blair has been family-owned and operating in the promotional products industry since 1894. The team at Kaeser & Blair motivates and provides support to entrepreneurs who establish their own independent businesses in the industry.

## STRATEGY

Ellen attended a show in Atlanta early 2017 where CEO Jason Lucash debuted Origaudio's newest products . Jason presented the Pionears and Ellen immediately thought of her client, and their huge end of the year event. They are always looking for the most innovative, cutting edge item to use as gifts for CEOs and senior leadership who attend the conference.