

## CASE STUDY



# Virtual Sales Event



**END USER:** Xylem

**OBJECTIVE:** Encourage 3,000 Sales Team Members to login for a Virtual Sales Conference

**THEME:** Reach 2020

**SPICE:** Lemon Juice Powder

**SOLUTION:** If you are going to attend a Conference it is always nice to have a beverage to go with it! Each Sales Team Member received a Cocktail Glass along with our Promo Spice Tube with Story Booklet. The spice of choice was Lemon Powder. Why Lemon Powder? It is idea for making a Whiskey Sour or Lemonade. We provided a drink recipe within the Story Booklet and encouraged all recipients to video tape their experience concocting their beverage and share it through the online portal for other Team Members to view. The online experience was huge and for 2021 we designed a Washington Apple Cocktail for their conference where? Washington of course.