



Card Fulfillment Solution Promotes Hollywood Film

Challenge

One of the nation's leading movie ticketing services was looking for a way to sell more gift cards during the holiday season. They partnered with a gift card fulfillment service and the producers of a major Hollywood release to sell custom-packaged gift cards that would be co-branded to promote the film. However, the film's release date was fast approaching and the card fulfillment service had no way to execute the program.

Solution

Taylor's gift card fulfillment specialists and consumer packaging experts teamed up to develop a comprehensive solution in record time.

- Three card fulfillment concepts were developed on a good/better/best model. "Good" was a gift card only, "better" included a gift card accompanied by a letter, and "best" involved the creation of a custom gift box for the card and letter.
- Taylor's packaging team quickly created multiple gift box designs for consideration. Different materials, colors and finishes were presented, including bows and belly bands as a special finishing touch.
- Meanwhile, Taylor's card fulfillment team tested the concepts to ensure that fulfillment could be fully automated to accommodate the short turnaround and high volumes of the project.
- Upon the customer's approval, Taylor began manufacturing cards, carriers, letters and gift boxes – 20,000 units in total.

Results

Taylor's expertise with card fulfillment and folding carton packaging resulted in a fast and effective marketing campaign.



REVENUE GENERATION

The custom-designed gift card boxes generated more than \$2 million in revenue for the ticketing service.



SPEED TO MARKET

Taylor was manufacturing live gift card packages within three weeks of the customer's initial request.



PROGRAM EFFICIENCY

The card program achieved a sell-through rate of greater than 90% within the first 60 days of release.