



Vopz™ Shop Simplifies 80th Anniversary Gift

Challenge

A prominent research hospital was preparing to celebrate its 80th anniversary. In honor of this remarkable milestone, the hospital wanted to create a commemorative T-shirt as an appreciation gift for employees. However, managing the program and gathering employees' size preferences would be a challenge. The hospital administrator leading the effort – new to the organization but a longtime partner of Taylor Promo's – reached out for help. Could Taylor Promo set up a Vopz, virtual pop-up shop to expedite the process?

Solution

The simplicity of the Vopz system enabled Taylor Promo to respond quickly to the hospital administrator's request.

- Taylor Promo began by offering T-shirt recommendations that fit the hospital's budget and aligned with their signature colors.
- We then set up a custom online Vopz store for the hospital and provided a link to the site.
- Hospital employees received the Vopz link via email and were invited to access the site to select a T-shirt option and choose their preferred size.
- Employee T-shirt orders were gathered through the Vopz shop over a period of two weeks.
- Using artwork provided by the hospital, Taylor then produced the T-shirts as a single large order to minimize the cost per shirt for the client.

Results

Taylor Promo's Vopz pop-up shop enabled the 80th anniversary gift program to be managed quickly and efficiently.



PROCESS EFFICIENCY

Hospital employees were able to self-select their T-shirt design and size preferences via mobile device or PC.



FULFILLMENT EASE

T-shirts were delivered to the hospital in cartons, grouped by the managers of employees who had placed orders.



BRAND AWARENESS

The quality and fit of the shirts was praised by employees, ensuring the shirts will be worn with pride for years to come.