

TAYLOR + **vopz.**

Easy Gifting Solutions

Vopz: Virtual Pop-Up Shops

A Vopz™ Shop for Every Need

An iconic multinational financial services company with more than 75,000 employees worldwide places employee rewards and recognition gifts at the center of its culture. However, many of those employees work from home for separate business units, adding to the challenge of distributing gifts.

How can a complex, geographically dispersed company make corporate gift-giving easy, efficient and exciting?

Vopz, virtual pop-up shops from Taylor create unlimited promo possibilities for our customer. Thanks to Vopz shops, they can:

- Take the legwork out of collecting size and color preferences.
- Capture and centralize the shipping addresses of recipients.
- Offer an endless variety of gifts to suit any taste.
- Implement promo programs quickly with targeted precision as gifting needs arise.

This brochure describes some of the ways our customer uses Vopz shops. What could Vopz do for you?



Designed With Events in Mind

Built-in credit card purchasing capabilities make Vopz, virtual pop-up shops ideal for corporate events.



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CASE STUDY: APPRECIATION

Showing Appreciation to Leaders

Challenge

The financial services company wanted to offer high-value employee appreciation gifts to its senior leaders. However, the quality of the entire experience would be critical and each leader needed to be able to select the gift they valued most.

Solution

Taylor Promo worked with the customer to select and customize an assortment of gifts appropriate to the audience. We then set up a Vopz pop-up shop that enabled over 500 executives to choose gifts that had special meaning to them.

Results

The quality of the Vopz gifting experience was noticed by senior leaders. So much so, in fact, that other Vopz shops have been commissioned to serve more than 40,000 employees throughout the company.



CASE STUDY: APPRECIATION

Making Mentorship Training Meaningful

Challenge

The financial services company created a special training program to build mentorship skills among its more experienced employees. To succeed long-term, the mentors needed to feel a sense of pride and empowered to share their training with others.

Solution

A Vopz pop-up shop was created to facilitate the delivery of an award that was personalized and sent to each mentor's home. The Vopz shop was open for two weeks and gathered the names and addresses of nearly 150 employees who completed the mentorship training.

Results

The company's newly certified mentors received an enduring symbol of their specialized skillset and mentorship awards are often seen proudly displayed in the background on company teleconferences.



Building the Brand Among Interns

Challenge

In charge of roughly 60 interns, the financial services company's intern coordinator wanted to build brand preference by offering the candidates promo items that they could use each day. Though the company maintains an extensive branded merchandise store with Taylor, the coordinator's budget was limited and the entire promo order needed to be expensed through one credit card transaction.

Solution

A Vopz pop-up shop was built that focused on five promo items, some from the larger merchandise store and others specially selected as on-trend. Interns received the pop-up shop URL and were invited to pick three gifts and indicate where they wanted the items to be shipped.

Results

The interns were excited to be able to choose their own gifts and the intern coordinator was thrilled to not have to gather apparel sizes or shipping addresses. The interns all received gifts they liked while the intern coordinator enjoyed the simplicity of writing a single expense report.



Driving Engagement Cost-Effectively

Challenge

An IT division within the financial services company wanted to use promo merchandise to welcome new hires and encourage employees to engage in special activities during the year.

Solution

A Vopz pop-up shop was created for new hires and the employees who engaged in special events. These employees received a link to the Vopz shop – activated quarterly and left open for two weeks. The employees simply logged on, redeemed a promo item and had it shipped directly to their location of choice.

Results

By keeping a running tally of new hires and award recipients each quarter, promo orders could be placed that met specified minimum quantities. One example was a ceramic mug for 60 people that displayed custom artwork especially meaningful to the IT division.



Creating an Impact at Trade Shows

Challenge

Fighting for market share in the financial services company wanted to create a memorable gifting experience for visitors to its trade show booth. However, the more customizable a gift item, the more difficult it is to administer for those working in the booth.

Solution

Taylor Promo recommended a wearable hoodie that neatly transitioned into a drawstring bag. Trade show guests were invited to try on different sizes of the hoodie and learned how to “flip” it into a bag. Each booth visitor simply entered their name, address, size and color preference into a custom Vopz pop-up shop. Direct delivery of the gift simplified booth set-up for the company.

Results

Nearly 300 orders were captured by the end of the trade show. After the event, each attendee received their gift at home — packaged in a white box with tissue paper, a thank-you card and sealed with a custom-printed sticker — creating a vlog-worthy gift opening experience.



Encouraging Participation With Promo

Challenge

Another division of the financial services company hosts an important meeting every few months, both in person and online for employees across the globe.

Solution

A Vopz pop-up shop was set up to deliver high-quality prizes after each meeting. Employees in attendance entered a drawing and 20 winners got to choose retail-caliber promo items from the Vopz shop for direct delivery to their doorsteps.

Results

The Vopz shop is reopened quarterly for ordering efficiency and the high-end gifts offered have created a buzz among employees.



Demonstrating Creativity in Sourcing

Challenge

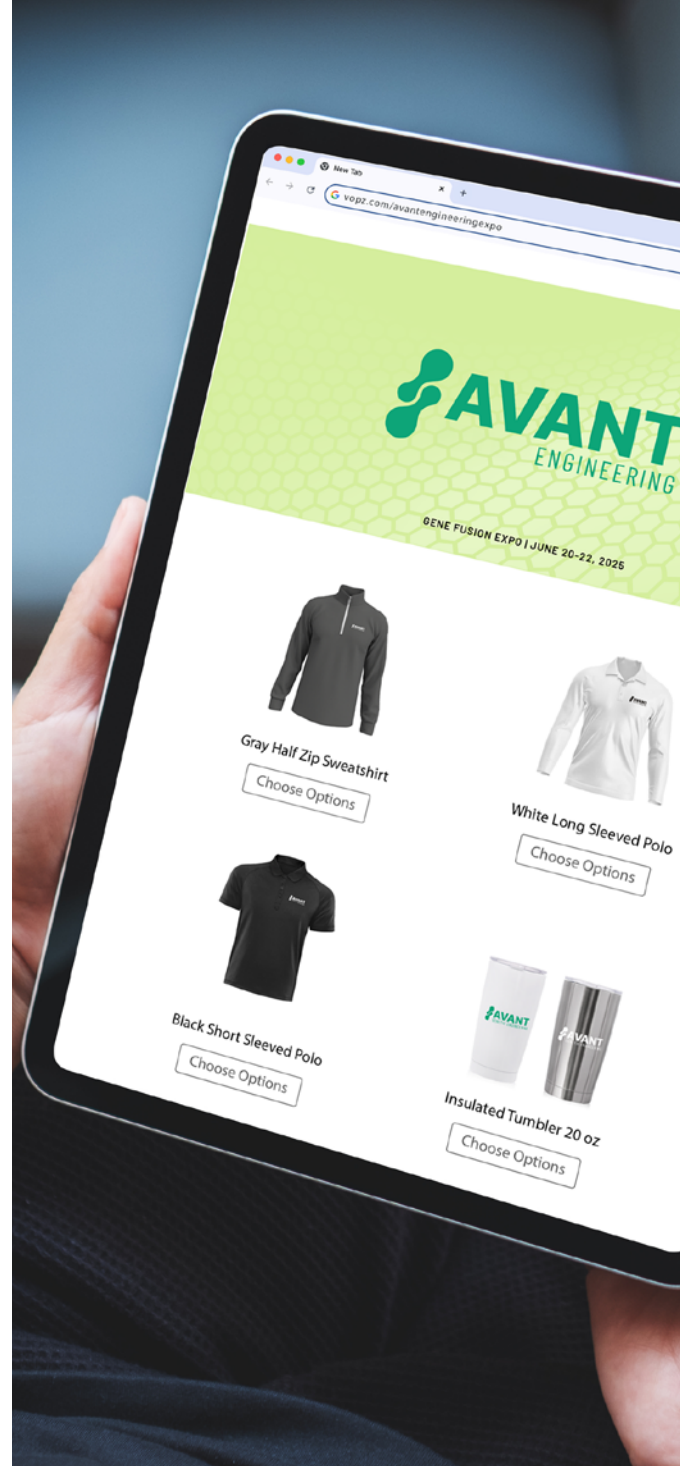
An engineering division within the financial services company wanted to offer a unique apparel item to its team members to build camaraderie. However, this particular business unit had operations on multiple continents around the world, making cost-effective sourcing and fulfillment of promo items difficult.

Solution

Taylor Promo used its global sourcing connections to identify equivalent apparel items available from both domestic and overseas supplies. Then, a Vopz pop-up shop was created that enabled employees to provide their size and delivery address information. Depending on the location of the employee, the item was shipped either from the U.S. or from an international supplier, whichever was more cost-effective.

Results

The efficiency of the Vopz site's sourcing model led to an opportunity for Taylor Promo to create a Vopz shop for a European branch of the company.



Top 6 Gift Ideas

With thousands of options at your disposal, check out a few of our most popular gift ideas below.



Drinkware

Iron Flask Classic Tumbler 2.0 24 oz



Coolers/Totes

Igloo® Maddox XL Cooler



Speakers/Tech

Bose Flex Bluetooth Speaker



Apparel

District® Re-Fleece™ Crew



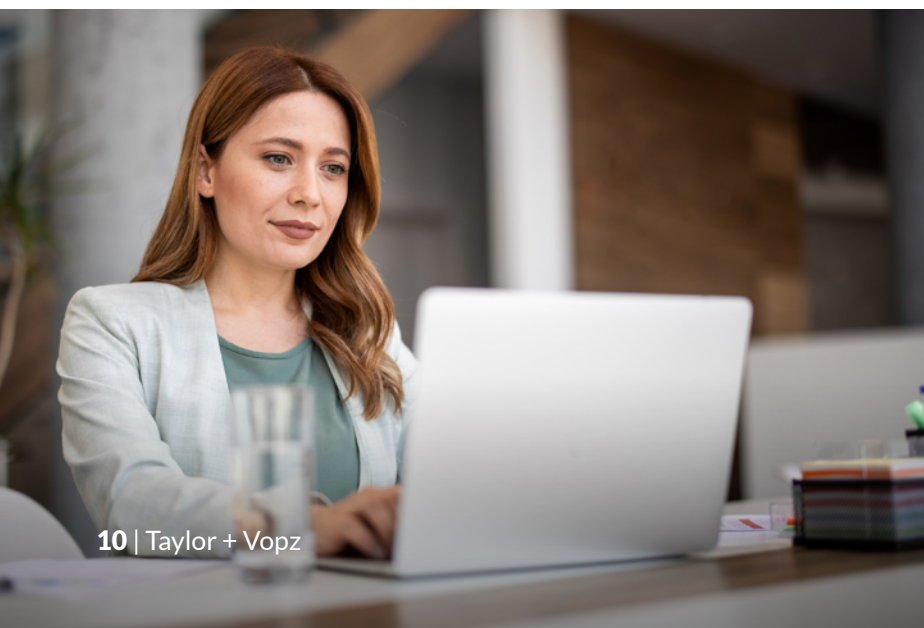
Food

Hot Cocoa Bar Kit With 4 Mugs



Gift Sets

New Hire Gift Set



Learn More

See for yourself how Vopz™ virtual pop-up shops from Taylor make corporate gift-giving easy, efficient and exciting. Contact info@vopz.com to learn more.

Scan to see how the Vopz site works.



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