



## PROJECT

Welcome gift in Bahamas hotel room for Sales Club attendees.

## TARGET AUDIENCE

Top NCR sales representatives (Teradata Group) that achieved their annual sales goals.



## OBJECTIVE

Client was looking for an idea that would welcome their sales force for a job well done and start off the week of events in a fun, creative way.



## SOLUTION PROVIDED

A zippered coconut imprinted with the NCR logo was placed in each room as a welcome gift to congratulate the sales representative on an outstanding year. The coconut contained a lei, sunscreen, lip balm and a congratulations note.