



CASE STUDY #1:

## Worldwide Savings

**CHALLENGE:** MoneyGram International asked Creative Resources for help stretching their promotional dollars. They were looking for high quantity, high quality, low cost items to give away at community events and festivals across the country.



**SOLUTION:** We created an assortment of lightweight (i.e. easy and inexpensive to ship) items, sourced from several different overseas factories. Then we drop shipped products to each of the festival locations.

**RESULTS:** Utilizing overseas factories and containing shipping expenses saved MoneyGram 67% in promotional spending and allowed them to reach 3 times more consumers.