



CASE STUDY #2:

Celebrating Milestones

CHALLENGE: To celebrate their 40th Anniversary, Cub Foods wanted to look back to 1968, the year the first Cub store opened. Creative Resources was enlisted to source and create products that would invoke the energy and independent spirit of the 1960's.

SOLUTION: We developed an assortment of fun, memorable 60's era merchandise, including hula hoops, buttons, temporary tattoos and tie dye shirts and bags.

RESULTS: Employees and customers alike traveled happily down memory lane with vivid giveaways that underscored Cub's longevity and history of strong community involvement.

