



Grand Ideas gets a little Grander!

Spring is my favorite time of year - flowers blooming, new leaves on trees, longer days and birds back at the feeders. Ah yes...Spring means new growth and renewal of energy and focus. We've been "bizzy" growing at Grand Ideas, too! Check out our team page on our website. We've added new people since the Fall - Sarah Krapfel (Sales), Melissa Henry (Production Manager) and Angie Rylands (Finance/Administration).

This first Grand Ideas newsletter of 2008 is about packaging and presentation. We make sure all of your gifts are "dressed well" to make a lasting impression. See below for some quick pointers.

Happy Spring to you all! Best, Grandee

FEATURED CLIENT:

IT'S A PACKAGE DEAL

In corporate gifting, presentation is everything; however, it's too often overlooked or not addressed. Don't take for granted that **you only have one chance to make a first impression**. Packaging, or the lack of, is the first thing a customer notices.

The *right* packaging will help you:

- Stand out and be noticed
- Express your brand
- Differentiate you from your competitors
- Be remembered



Compressed t-shirts, like the ones above, take "oh, a t-shirt" to "Whoa, cool t-shirt!"

Grand Ideas has the creativity, experience and resources to assist with all your packaging and presentation needs. **We**



March 2008 marks the 2nd anniversary of Cupcake, a local bakery that boasts over 30 unique cupcake recipes. Though the featured flavors vary day-to-day, the atmosphere at the King Street location is always full of wonderful smells and smiling customers.

Cupcake owner, Kristin Kuhlke, not only knows how to make one (make that 30+) tasty treats, she also understands the value of good packaging.

know how something is presented is equally as important as what's being presented. Just as an expensive gift's value is instantly diminished if not packaged well, an inexpensive gift is immediately upgraded with innovative, creative and unique packaging. Stickers on the back of sealed envelopes, imprinted gift bags and ribbon, and custom gift tags are a few examples.

Packaging should also promote your brand. It's one of the first opportunities you have to establish consumers' perception of your brand and the product or service being offered. **By creating an image of excellence and high quality, well-designed packaging helps sell your products/services - it sells you!**



This gable box is offered at BuckRidge Plantation, a property owned by Zeus, Inc., as a memorable take home box.

It doesn't have to be fancy or expensive to make you look like a million bucks. Simple and clean packaging creates a "buttoned-up" look. We work with our clients to express their brand and communicate their message by combining a little creativity with unique packaging options available.

Lastly, let's not forget that packaging needs to be suitable. Does it provide easy access to the product? Are the contents properly labeled? Is your name and contact information visible? **Be innovative and impressive, but be appropriate.**

As you approach presentation challenges, make sure your packaging is an effective solution and not an afterthought. Make sure that it communicates who you are and how you you want to be remembered.



Left to Right: Jen George, Mt. P Store Manager, and Kristin Kuhlke, Owner

Grand Ideas continues to work with Kristin to develop custom-branded packaging and apparel, such as custom-designed/labeled coffee bricks and screen printed aprons. We're creating opportunities for her brand to be seen outside the store walls.



Kristin is all about creating a sense of occasion. "Our fun and creative packaging allows our customers to feel as if they are receiving a gift, not just indulging their sweet tooth. It makes them feel special and ultimately makes their visit to Cupcake a memorable one."

2008 is set to be a big year for Kristin and her crew. She

is preparing to open Cupcake in a 2nd location this year. Yes, Cupcake will soon be a chain. And we can't wait!!! For more details, visit www.freshcupcakes.com.

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