

Cleveland Clinic

# A CUSTOM GIFT EXPERIENCE 100 YEARS IN THE MAKING



CENTENNIAL INVITATION GIFT BOX & FOUNDER'S DAY INVITATION

**CLEVELAND CLINIC IS A NON-PROFIT ACADEMIC MEDICAL CENTER** that provides expert clinical and hospital services and is a recognized worldwide leader in research, education and innovative medical care.

As Cleveland Clinic approached its 100th anniversary, they looked to Shamrock to help them commemorate the centennial milestone by creating a custom gift package that would include an invitation to a virtual anniversary event. The gift packages would be sent to champions and supporters of the Clinic around the world.

Cleveland Clinic's marquee centennial event would be an online experience due to COVID-19 pandemic restrictions. With that in mind, Shamrock set out to create a gift experience that would engage guests and commemorate the lauded institution's history in a unique and memorable way. To tell Cleveland Clinic's story, we looked past off-the-shelf gifts and arrived at the perfect frame.

## THE SOLUTION

Shamrock sourced a 3D viewfinder and branded the classic toy with the Cleveland Clinic Centennial Celebration logo. We designed and sourced images from the Institution's 100-year history, cropped photos and then created a centennial viewfinder photo disc. To create an elevated unboxing experience, we designed, printed and produced full-color event gift boxes with custom inserts to hold and display the viewfinder along with the event invitation and other collateral. Shamrock kitted and assembled 800 invitation boxes and shipped them to guests all around the world.

In addition, Cleveland Clinic provided Shamrock with a variety of centennial-branded gift items to include in 37 specialty invitation boxes for VIPs and influencers. We gathered the exclusive gift items—including glassware, a book and commemorative apparel—and created a branded VIP gift box with custom inserts to display and protect these items, along with the centennial viewfinder and a personalized note from the past and current CEO. Our team managed end-to-end project management, including white-glove kitting and distribution.



FOUNDER'S DAY INVITATION ENVELOPE AND FRONT (CLOSED)



FOUNDER'S DAY INVITATION FRONT/BACK (OPEN)



CENTENNIAL INVITATION GIFT BOX



**WHY IT WORKS**

Shamrock created an interactive gift experience complete with the design and development of the gift as well as the custom box and kitting that beautifully captured Cleveland Clinic's esteemed reputation. Distributed during the COVID-19 pandemic lockdown period, the centennial event gift boxes created an uplifting, feel-good experience that helped event invitees feel a stronger sense of connection to the Clinic and the people who make it a revered institution.



INVITATION AND GUIDE TO SLIDE IMAGES



VIEWFINDER SLIDE REEL



COMMEMORATIVE T-SHIRT AND HAT



COMMEMORATIVE CENTENNIAL GLASSES



VIEWFINDER AND CENTENNIAL INVITATION



VIP GIFT EXPERIENCE