

Shine on.

A thank-you gift for top managers joining a new mentorship program, sent to recognize what they already give and keep them invested in what comes next.



CLIENT	One of the nation's largest optometry networks
RECIPIENTS	Top-performing managers chosen for a newly formed mentorship program, which asks more of their time and effort
GOAL	Reward managers for all they give, encourage time for themselves, and retain 90% of participants after launch
CONCEPT	A forward-looking message tied to the program's launch theme, built around premium items and a taste of Virginia

01 The challenge

These managers already give a lot to their teams and their work. The new program asked them for more. The gift had to keep them engaged and willing to contribute, while feeling personal and focused on the relationship.

02 The strategy

The gift needed to say thank you and invite each manager to slow down for a moment.

A look ahead

The program's marketing used the line "The future's so bright I gotta wear shades." "Shine on." picked up that thread and carried it forward.

A nod to home

Raw Virginia honey ties the gift to the company's Virginia headquarters, alongside premium pieces chosen for the group.

Room for every diet

Several participants had dietary restrictions, so every item was selected with those needs in mind.

Timed for momentum

Gifts reached each office one week after the launch event, keeping the conversation about the event going.

03 The result

100% of participants were still engaged in the program six months after launch, above the 90% goal

50%+ of recipients reached out to the organizers to say thank you, an unusually high response

One recipient said it was the first time he had felt seen. Despite his dietary restrictions, he could enjoy everything in the box.