

Case Study: Texas A&M

See how one of the biggest Universities “Made the Right Impression on the Right People.”

Background:

With each year’s new crop of students, Texas A&M has a group of bright scholars brought in through their “President’s Endowed Scholarship” program. Before the school year begins, Texas A&M hosts an event for these 500 students to make the best first impression. It is tradition to give out a piece of “schwag” during this event -- a practical item the students can use, branded to remind them of Texas A&M. Historically, the gifts have been fairly ordinary, like pens or tote bags.

The Challenge:

Make the right impression on the right people. They wanted to give the kids and faculty something different that met the qualifications of what the A&M Director of Marketing deems “The Secret to Great Schwag”:

- Must be “Cool”
- Easy to carry
- Needs to be valuable to them
- Practical
- Reasonably priced
- Every time they use it, they are reminded who gave it to them

The Solution:

A Maroon 5 concert selling flash drives worn on the wrist inspired A&M to select a Style Wristband flash drive, printed with their logo and slogan in a Pantone “Aggie” Maroon. The flash drives were handed out at the Orientation event.

Texas A&M purchased additional wristbands for the 300 new faculty members they bring on each year. During new faculty orientation, they distributed the flash drive gifts to show support and make an equally positive impression.



Order Details

Style: Wristband

Quantity: 1000

Capacity: 2 GB

Imprint: 1 Color, Wristband and Top of USB

Preloaded: None



“The popular response has been ‘they’re cool’. All the kids use and wear them, which drives the rest of the student body to ask ‘what’s that?’ and ‘where can I get one?’ Two years after I distributed them, people still come up to me to commend them and ask where I picked them up.”

Eric Herbst

Executive Director of Marketing