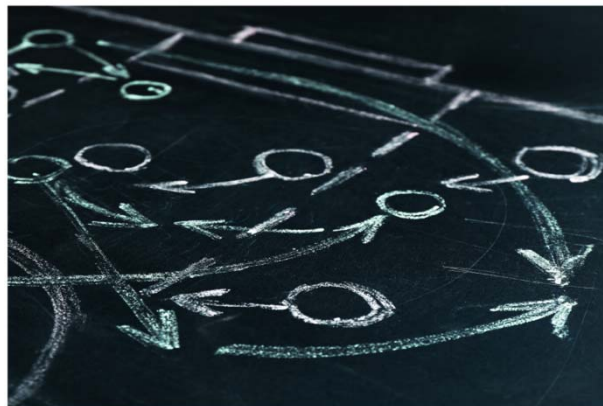


## BUSINESS DEVELOPMENT

- **Challenge:** Due to COVID-19 Live event must now go to a virtual platform- Nearly 2,000 planned attendees
- **Solution:** “Event in a Box” – provide on-line/virtual event attendees with what they would have received if they attended the live event
- **Cut out flyers** – emoji’s photobooth pics - The event attendees cutout these to hold up during the virtual event to create "participation"
- **Printed Material:** Spiral Workbook- Welcome letter, customized labels, notebook, brochure
- **Branded Promotional Items**– Selfie Light for the VIP’s , pens, webcam cover, hat and selfie stick



ADVANCE 



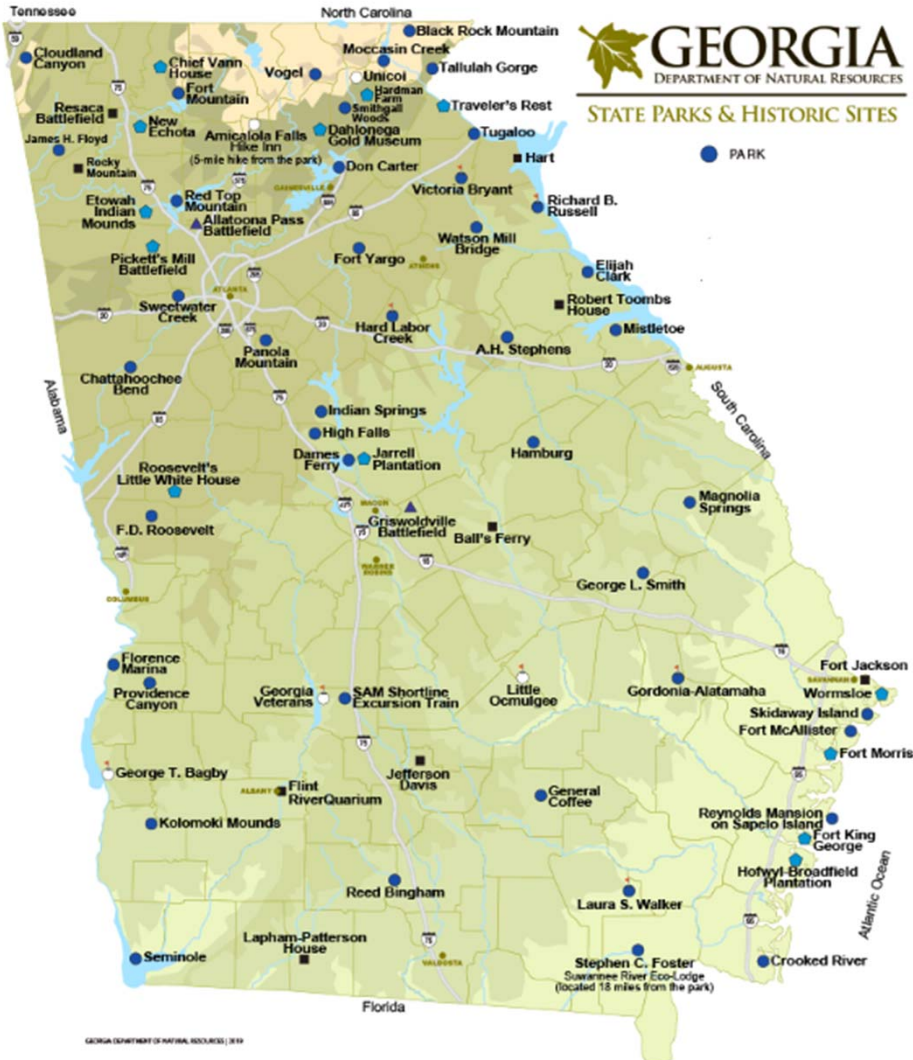
MY PIVOT PLAN & WORKBOOK



## Brand Awareness

- **Challenge:** Due to COVID-19, tradeshow and roadshows were cancelled. How to promote Keen's strong stand on sustainability for their shoe product manufacturing.
- **Solution:** "Event in a Box" – provide on-line/virtual event attendees with what they would have received if they attended in-person events.
- **Printed Material:** Notebook, Contest flyer and tickets for prizes
- **Branded Promotional Items**– Caps, custom box, pens (not shown) all using recycled and sustainable materials.





## DEPARTMENT OF PARKS AND RECREATION

- **Challenge:** Park held event must now maintain social distancing between children participants. In order to engage attendees in a safe and creative way for solo as well as participant games, created a “Recreation in a Bag”.
- **Solution:** “Rec in a Bag” – drawstring bag with fun items – jump ropes, chalk, crayons/color book, frisbee, sanitizer. Delivered to 50 state parks.