

Food & Beverage

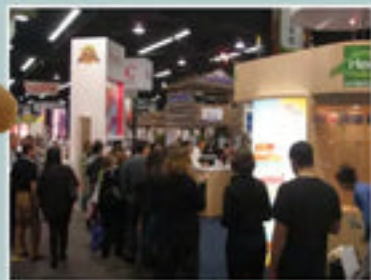
Plush toys are an engaging way to tell a story about a brand. They are imaginative, playful and, above all, fun, making them perfect to build brand recognition and an integral part of social media marketing.

Crofter's plush bear is an expert in picking the ripest berries for their Superfruit line, but also plays an important part on social media; announcing contest winners, special events and having his picture taken.



Quality plush is ideal to promote a brand as will be kept as an item of value, highlighting and enhancing a brand on an emotional and tactile level. Used frequently as a gift with purchase, a purchase with purchase or for a mail in offer.

Generate a buzz at any trade show, even if a virtual one, and make a product that stands out in the crowd. Rest assured, a branded plush giveaway will draw customers and prospects to your booth. This manufacturer of children's vitamins created their logo characters as plush bears for giveaways at trade shows. The result was long line ups of people waiting to get in their booth.



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In today's market, food and beverage companies must engage their consumer. Plush toys make the ideal social media vehicle. A cool and visually appealing item that can easily go viral.



SOCIAL MEDIA

Plush mascots have a high perceived value, a broad appeal and enhance brand recall. Plush toys create an impact amongst recipients, making them smile and creating a lasting impression of the brand.



Food & Beverage Golf

Many companies sponsor golf tournaments and want a unique way to keep their brand top of mind. Custom golf head covers are perfect for a distinctive gift for participants and to keep the brand visible on the golf course.

