

BDA DELIVERS A PREMIUM EXPERIENCE TO EXECUTIVE-LEVEL ATTENDEES



SITUATION

GE Ventures, a capital partner group of GE was hosting its first ever Inaugural CEO Summit, an executive-level event for business owners, dignitaries & partners. GE called on BDA's special order team for an innovative product that would inspire and enlighten attendees. GE wanted an out-of-the-ordinary gift item that aligned with the summit theme, "Where Ideas Meet Opportunity." BDA rose to the challenge.

CHALLENGE

The special order team was challenged to think outside the box to come up with a product for top-level executives that would exceed expectations and inspire innovation during and after the summit concluded. BDA strived to find a gift that CEOs wouldn't expect to receive at a typical summit. What do you give to someone who has it all?

SOLUTION

Understanding the GE brand and its love of science, technology and innovation, BDA presented the idea of a personal MiniDrone for each attendee. BDA knew the MiniDrone could fly anywhere and perform complex aerobatics, aligning perfectly with GE's theme of bright ideas and opportunity.






RESULT

The client was very impressed with BDA's understanding of the GE brand and its creative drone idea. BDA delivered 150 CEO gifts, each pack including a Parrot MiniDrone with an extra battery pack and two inspirational hardcover books to further inspire attendees. All items were branded in a GE Ventures Summit band.

BDA executed seamlessly and the client was thrilled to see the positive reaction from the guests. Feedback was so positive that the client added additional MiniDrones to the original order for giveaway items.

"BDA has been instrumental to all of the events that we do for GE Ventures. They help us think through promotional and marketing items for events of all scale as well as helping us stay within our budget. They deliver results efficiently and effectively and ensure that every experience is treated with the same care."
 -Katie Bertelsen, Events Manager, GE Ventures

SERVICES UTILIZED

-  Marketing Strategy
-  Merchandising
-  Custom Product Development
-  Graphic Design
-  Fulfillment & Distribution