

IDEAS

In-sight
Development
Execution
Art
Satisfaction

*“Ideas take shape as
insight becomes art.”*

CASE STUDY: *“The Final Four”*

Insight:

A major retail sporting goods manufacturer, the client of the nation’s “only merchandise agency,” came to them in search of a commemorative item to award to all four of the teams competing in the Final Four of the 2007 NCAA Men’s Basketball Tournament.

In turn, the agency looked to Visions Awards / Awardcraft to develop a product idea they had in mind—a desktop paperweight award in the shape of a basketball.

Development:

In the initial stages of insight development, our thinking was that since the Final Four has become one of basketball’s most exciting tournaments, it presented a unique opportunity to capture not only the essence of the sport, but the venue as well, in a single award form. The award designed needed to reflect the performance perfection of the teams involved and the dazzling glamour associated with the Final Four.

Execution:

Utilizing the full strength of our organization, from design expertise to global manufacturing and fulfillment capabilities, Visions Awards / Awardcraft pulled out all the stops to execute an award creation and experience for the client that rivaled the performance of the Final Four itself.

Art:

A fusion of sport and venue resulted in an award that captured not simply basketball, but the tournament dome and all the brilliance in optic crystal form line and logo etched.



Satisfaction:

From design to development and from tracking to shipment and follow-up, our client and theirs were left with a lasting impression that exceeded everyone's expectations. A performance we hope to repeat again next year!