CASE STUDY: CUSTOM ORDER MADE EASY BY BEST PLUSH®

THE SAGA OF SIMONE BILES, THE GOAT, AND THE ... Gold Over America Tour!





We gave her exactly what she wanted! We made it EASY for everyone and LUCRATIVE for the Distributor!

7/21/21 8/6 9/14/21 V2 was presented V3 presented and DEADLINE Inquiry 7/22 - 7/24 7/27 7/29 7/30 and approved with approved as the Pre-MET!! received from **Production Sample!** modifications. Araca Group. The Client wasn't able to specify a We presented Upon digital To get the prototype process First 500 pieces our ASI budget, so the Distributor worked started, the Distributor placed review the Client Prototype V1 **Order for 10,000 Mass production** delivered to distributor hand-in-hand with our Artist to first a refundable good faith of the Goat. requested a grey goats placed! begins! **Denver** in plenty determine a set of specifications. body. deposit with us for \$199. of time for 1st **show** on 9/21!

Customer: Simone Biles Champion Olympic Gymnast

Event: Opening of the *Gold Over America Tour!*

When: 9/14/21 Where: Denver What: 10,000 Goats

Do they have a...

Photo? Model? Drawing?

No. No. No.

The Client had **no specs** to share except that they wanted a goat. "G-O-A-T" was the perfect acronym for "Greatest-Of-All-Time," Simone's moniker. The goats would be given away to the first 500 ticket holders at each show from Sept-Nov. The 1st shipment was needed by 9/14!

Since the Client was new to the use of promo plushies, they didn't know enough about them to be able to determine a budget. They depended entirely on us to guide them through the process. Our brilliant reputation within the Industry for honesty, integrity, transparent pricing, and excellent customer care won the day, and everyone involved knew they were in very good hands!

This was an unprecedented leap of faith for all concerned. None of us, i.e., the Distributor, the Client, nor Best Plush,® had ever done business with each other before, and the stakes were high! What if, after all the hard work done by everyone involved, the Client didn't like the final product? We all had a lot to lose, but since the Client was Simone Biles, we decided to take a chance on each other and just go for it! And were we ever rewarded with a successful outcome! Ms. Biles loved the goats and so did the fans who received them!



ASI #40299 | SAGE #51323

PLEASE CONTACT US

If you need a quality CUSTOM PLUSH for a solid promo project, and you're looking for a reliable direct manufacturer with decades of industry experience, who offers free product development, a hassle-free process, who takes care of everything, who guarantees speedy, reliable delivery, and unbeatable prices assuring you of sky-high profits... Look no further. We are looking forward to hearing from you!



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