



ROCKET
SCIENCE
B R A N D I N G



**CASE STUDIES
FROM TOP CLIENTS**

American Heart Association

case study



AMERICAN HEART ASSOCIATION FUNDRAISING

American Heart Association wanted to increase fundraising dollars and reduce cost for a long-term program that had plateaued in recent years.

A strategic sourcing process was implemented that allowed AHA to leverage Boundless' patented technology to enter orders online rather than manually. As part of the revamped program, augmented reality figurines created with 3D printing technology were created and paired with the AHA mobile app in order to bring new life and buzz into the fundraising campaign.

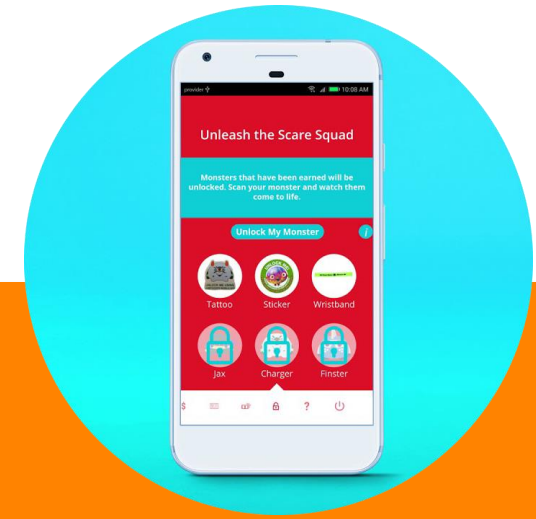
Boundless' proprietary technology and creative expertise increased AHA's fundraising results by over 30% in the first year, saved them more than \$1 million in product spend, and increased over 2.5x the volume of product orders year over year.



“

Boundless exceeded our expectations. They delivered technology that gave AHA a competitive advantage that both increase our fundraising efforts and reduce cost.”

– Senior Vice President,
American Heart Association



THE AHA PROGRAM SOLUTION

The overall American Heart Association program solution includes an affiliate online store and fundraising rewards centers for both Heart Walk and Youth market fundraising efforts.

Boundless manages relationships with AHA HQ, affiliates, partners, and constituents regarding the technology offering as well as the physical rewards/branded merchandise for these programs and the fulfillment of orders.

Carvana

case study



“Carvana cares about quality customer experiences and Boundless helps us find quality items that play a big role in that customer experience. We wouldn't trade the Boundless team for anything.”

– Kristin Dunmyre, Brand Designer, Carvana

THE
**NEW WAY TO
BUY A CAR**
SMELL

CARVANA
EAU DE CAR 1.7 FL OZ / 50 ML

THE
**NEW WAY TO
BUY A CAR**
SMELL

EAU DE CAR 1.7 FL OZ / 50 ML

CARVANA “THE NEW WAY TO BUY A CAR SMELL”

Carvana wanted to create a viral campaign that aligned with their playful brand identity and created buzz among social media influencers and media outlets. In partnership with Boundless, Carvana created a completely custom designed fragrance that came in a branded bottle and retail perfume box with a creative “ingredients list.” The eau de car perfume was drop shipped to influencers around the country and coincided with a commercial spot featuring the perfume.

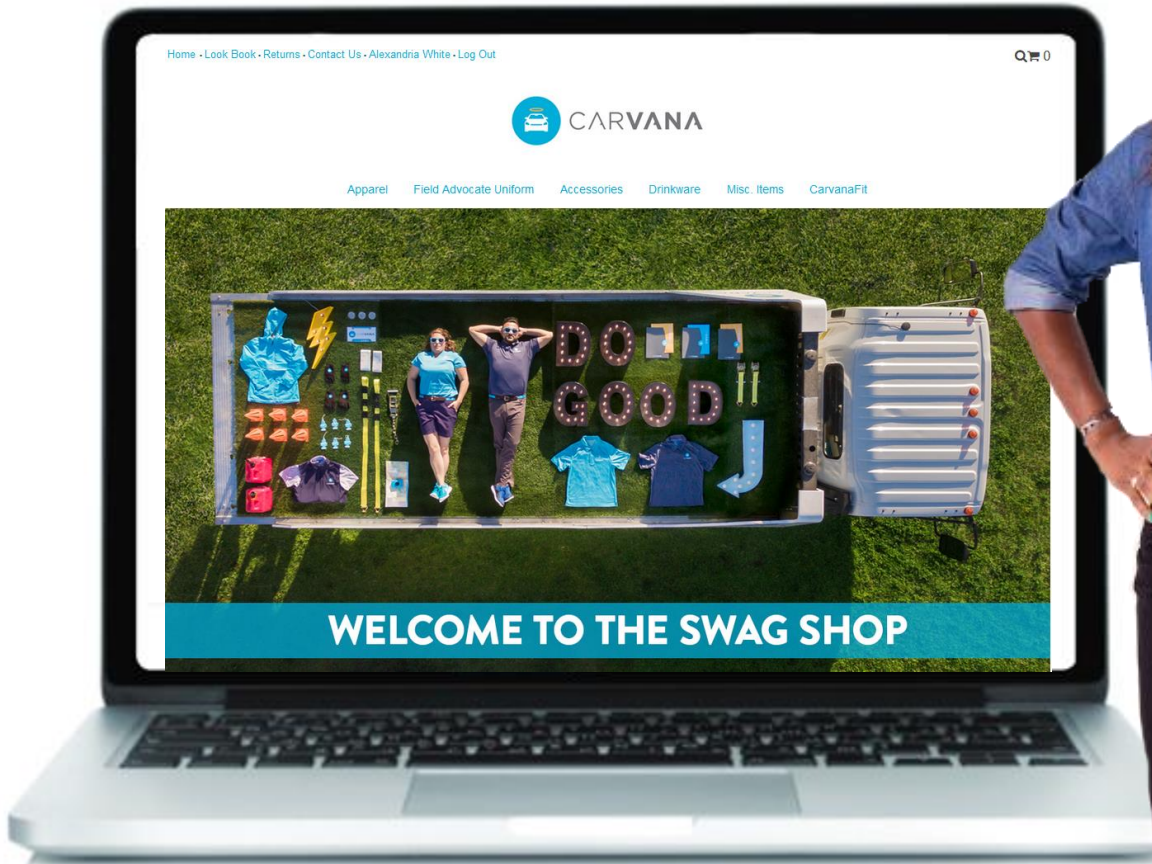
CARVANA #SHAKEITUP VENDING MACHINE

Carvana wanted to build buzz at their SXSW festival exhibit in Austin and promote their unique car buying experience with a creative campaign.

The resulting exhibit featured a smaller-scale version of their giant car dispensing vending machines seen along highways in several large cities; this small version dispensed customized miniature cars to guests after they gave the machine a “shake”. Boundless helped Carvana create the miniature cars in custom packaging and also created giveaways that were handed out at the booth.

The exhibit drew large crowds and generated buzz on social and among festival-goers . Over the four-day event, there were 2,111 vending machine sessions and over 7,500 swag giveaways. Carvana even made it into Snapchat’s SXSW official story!





THE CARVANA PROGRAM SOLUTION

In addition to creative services, the overall Carvana solution includes a public-facing e-commerce store where consumers can purchase Carvana gear with gift certificates or personal credit cards, an internal corporate store for branded merchandise, giveaways, and supplies, an employee store for swag and uniforms, a gift redemption platform for employee rewards, and employee recognition center for milestone and anniversary recognition, and a gift redemption platform to reward consumers for customer referrals.

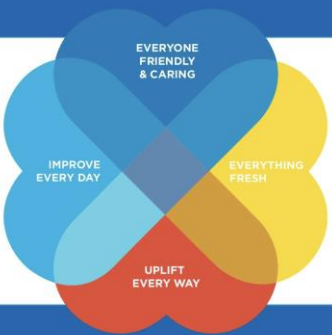
Boundless manages these technology platforms on behalf of Carvana and fulfills all related orders for these programs.

Kroger

case study



WELCOME TO OUR ASSOCIATE RECOGNITION ONLINE STORE



KROGER PROGRAM

We support all ongoing community, culture, and cause-based initiatives for Kroger and their 19 banners across the country. These initiatives includes store grand openings, hiring events, uniform apparel, and cause programs like Zero Hunger Zero Waste.

One of the largest initiatives is the Employee Recognition initiative where we have built a program which provides an easy way for Kroger to create an environment of appreciation and support for their associates.

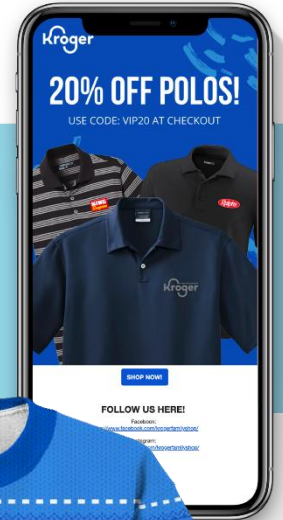
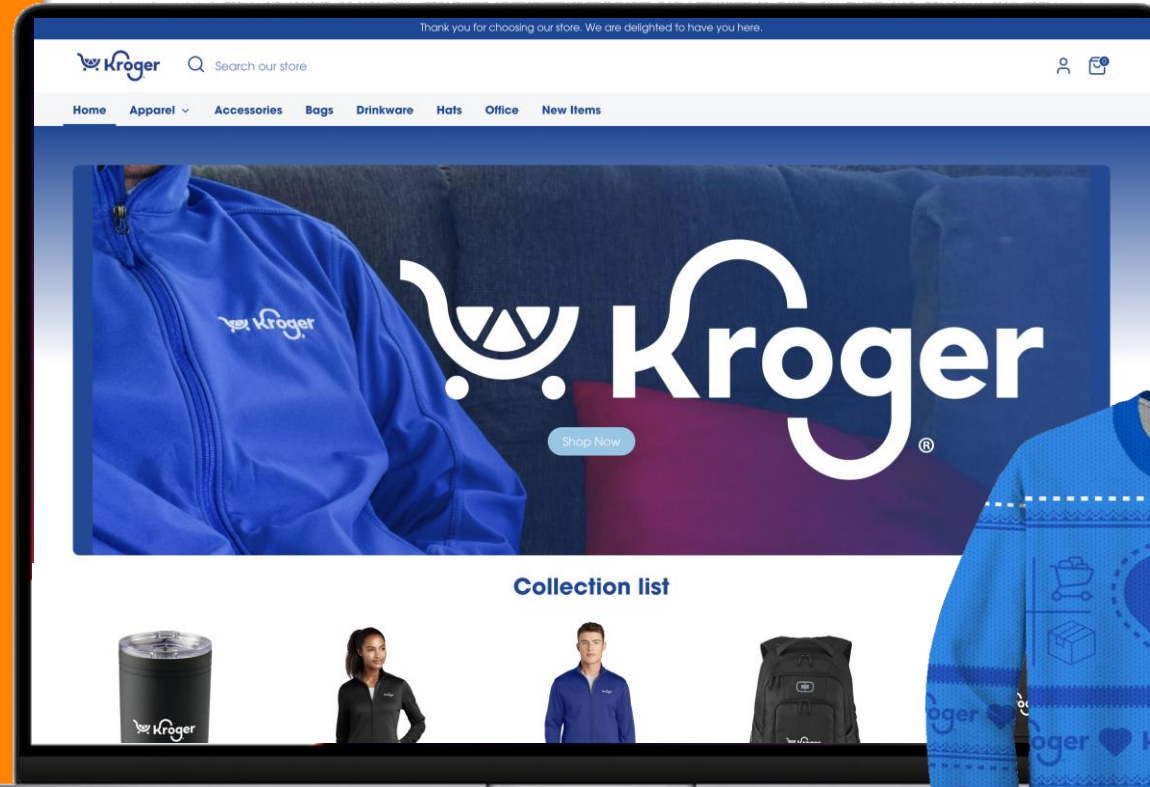
Additionally, we provide a hands-free program that is managed by our internal team to allow Kroger leaders to recognize their associates for overall morale and growth, which results in a reduction in associate turnover and provides visibility for associate training opportunities. The program is flexible enough for each region and banner to have their own custom program that solves for better employee appreciation, retention, and training.

“We have locations all across the US in different markets and under different management groups — needless to say, our merchandise was all over the place, on different websites, and a lot of it was off-brand. After consolidating all of our branded merchandise we finally have an ecommerce presence and a collection of products that accurately represents the size and influence of our company.”
—Jennifer Vanbuskirk - Manager of Learning & Development



THE KROGER SOLUTION

Not only is Kroger one of the largest grocery chains in the US, but their brand also includes 30+ additional chains across the country. As an integrated ShopifyPLUS Partner, we gave the client a single access point to multiple collections of consumer-targeted merchandise, available in brand-specific decoration.



Whole Foods

case study





WHOLE FOODS MARKET CELEBRATES TEAM MEMBERS

Founded in 1980, Austin-based Whole Foods Market is the world's leading natural and organic foods retailer and the first certified organic national grocer in the United States. Part of Amazon's Worldwide Grocery Stores, Whole Foods Market serves customers in more than 530 stores across the U.S., Canada, and the U.K.



For several years now, Whole Foods has partnered with Boundless Network to commemorate their 95,000+ team members during their annual TMAW (Team Member Appreciation Week) festivities. The collaboration has brought forth a range of initiatives, from "party in a box" celebration kits dispatched to over 500+ locations, to the distribution of bags, water bottles, custom puzzles, and the coveted TMAW T-shirts. This partnership has been instrumental in delighting the Whole Foods team members and enhancing the spirit of appreciation during this special week.



WHOLE FOODS LAUNCHES AMAZON PRIME DAY

In preparation for the launch of the first Whole Foods + Amazon Prime Day, Whole Foods turned to Boundless Network to help make the day a success.

Together, we embarked on a monumental task: crafting custom-branded merchandise for over 90,000 team members across 500 Whole Foods locations throughout North America. For the event, we produced custom manufactured and PMS color matched garments for all team members to wear for the event. Items included 90,000 custom color-dyed T-shirts, 40,000 custom-dyed hats, and 23,000 color-matched aprons.

Additionally, custom banners, bunting, and paper lanterns were produced for each store.

Boundless handled all manufacturing and consolidated logistics so that each store received their items in the same timeframe.



Coinbase

case study



COINBASE PROGRAM

Navigating a remote-first workforce during an active global pandemic while also managing the complexities of going public was no simple task. Coinbase found themselves struggling to keep up with the demand for creative branded merchandise while growing at record pace. They needed an agile partner to help manage their overall spend, which included corporate purchases, employee purchases, print services, and employee rewards and recognition.

Coinbase required an effective steward of the Coinbase brand and a partner who could guarantee that products, brand standards, voice, and identity were on point, cohesive, and in line with what the brand represents.

In addition, they wanted an equitable, retail-like online experience that was easily accessible by users while also streamlining back-end processes to make accounting and cost allocation as easy as the front-end ordering process.

By partnering with Boundless, Coinbase was able to align their initiatives and brand (#onecoinbase), allow buyers to self-serve with ensured brand and budget compliance, and automate the process by integrating corporate purchases with their ERP—saving them countless time and dollars in soft costs.



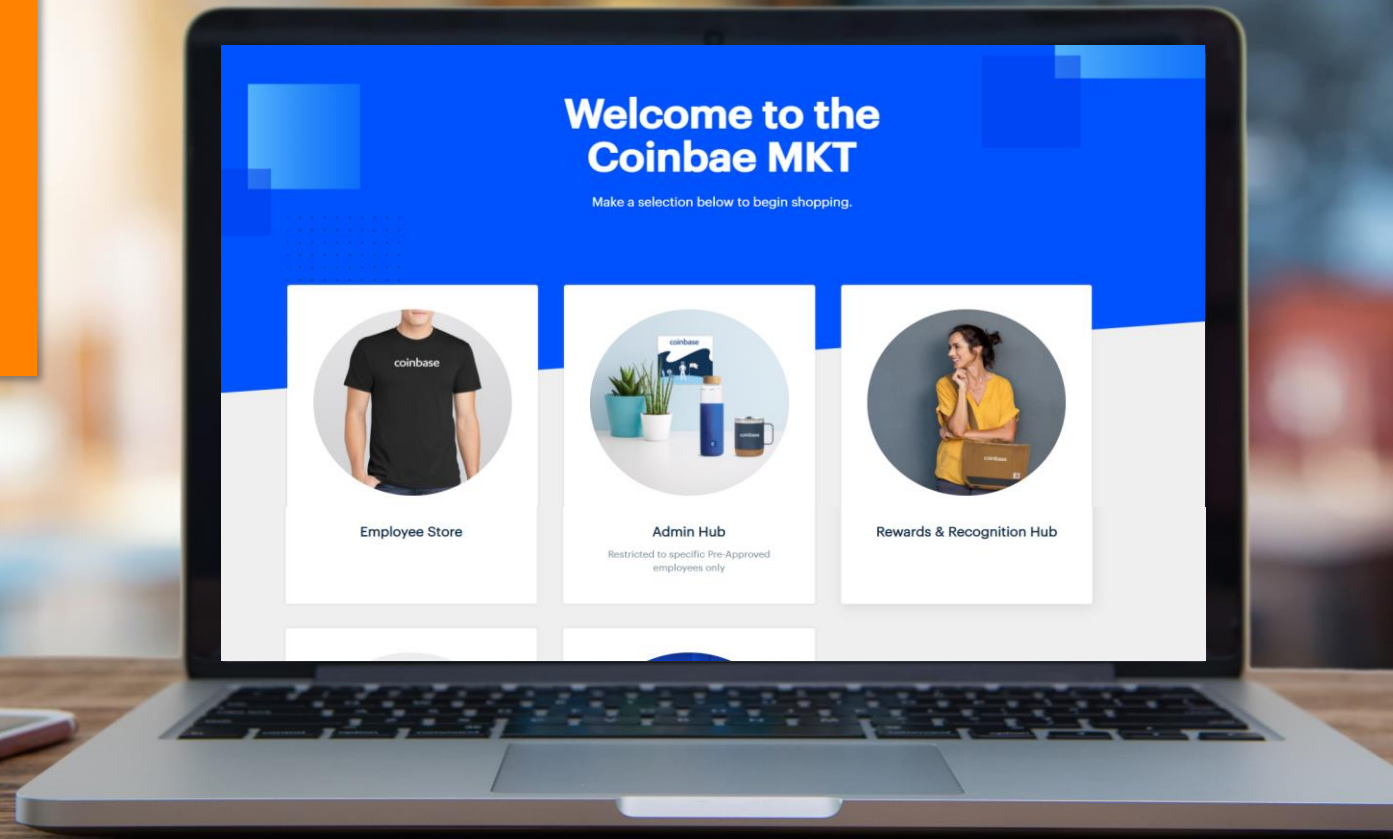
Boundless has been a critical, flexible, and supportive partner as we've navigated tremendous company growth and unprecedented challenges due to the COVID pandemic. From helping us develop a streamlined swag program and a multifaceted shopping portal from the ground up to curating morale-boosting surprise and delight moments for our employees across the globe, the Boundless team not only delivered but consistently went above and beyond for us. There is no question that they care deeply about their quality of work and are eager to tackle the most difficult requests with agility and professionalism. I couldn't be more grateful to them for making my job easier!" – **Bernadette Dunleavy, Workplace Experience Manager, Coinbase**



THE COINBASE PROGRAM SOLUTION

Along with creative services, the overall Coinbase solution, Coinbae MKT (nope, not a typo, but a super fun internal nickname for their employees) includes an employee store for personal purchases with gift certificate or credit card, a corporate store that is integrated with Coinbase's ERP (Coupa), a points-based reward and recognition platform that includes peer-to-peer recognition with point allocation, a recognition wall, and points redemption for unbranded gifts and gift cards, a business card store, and an employee gift redemption platform.

Boundless manages these technology platforms on behalf of Coinbase and fulfills all related orders for these programs.



WE LOOK FORWARD TO PARTNERING WITH YOU!

ROCKET
SCIENCE
B R A N D I N G

Andrea Pereira, MBA

📞 310.686.4085

✉ andreap@rocketsciencebranding.com

🌐 RocketScienceBranding.com