

2025 Holiday Gift

Your planning checklist

1. DEFINE YOUR TIMELINE

- ☐ **Determine your target delivery date** for your gifts.
- ☐ **Consider internal review and approval processes.** Set your target window for order approval by counting back 1-2 months from the delivery date.
- ☐ **Add 1-2 weeks to your timeline if your gifts will be shipped abroad.**
- ☐ **Add 2 weeks for custom packaging or gift sets that require kitting** (see #5).
- ☐ **Talk to your Brand Stylist to ensure your timeline is feasible.** There are variables only they will know to account for.

2. BUILD YOUR BUDGET AND GIFT LIST

- ☐ **Create your budget** - will it be set or driven by gift costs? Either way, your Brand Stylist can help you calculate it.
- ☐ **Make a list of your recipients divided into categories** like employees, clients, prospects, partners, and vendors. Note whether you have shipping addresses.
- ☐ **Identify price points** for each category. If you don't know a specific dollar amount, label each low, medium, or high.
- ☐ **Allocate about 15-20% of your budget for shipping.**
- ☐ **International recipients will need more time.** Ask your Brand Stylist for guidance!

3. CREATE A GIFT CONCEPT

- ☐ **Decide what brand statement you want to make** with each group of recipients. Examples: wow factor, trendsetter, appreciation.
- ☐ **Select a single gift item or a multi-gift custom set.** Consider how this choice impacts kitting and shipping.
- ☐ **Ask your Brand Stylist to pull together the perfect concept(s)** and brainstorm with your internal team.

4. BROWSE, SELECT, AND DECORATE

- ☐ **Use our 2025 Holiday Trends Lookbook** to select a few options in your price range(s) and ask your Brand Stylist to order samples (if timing allows).
- ☐ **Share with your team to make the final call.** For international recipients, ask about cost effective options to buy products through our team in Europe.
- ☐ **Decide the approach for brand decoration:** do you want an understated, classic look and logo placement or a larger, splashy look?

5. MAKE A GIFT WRAPPING & DISTRIBUTION PLAN

- ☐ **Decide how customized you want your packaging to be,** from the box to tissue paper, gift wrap, ribbon, stickers, printed cards, handwritten notes, and more!
- ☐ **Reserve your dates** for CreativeMC's distribution team to seamlessly kit your gifts – from assembly to packaging and shipping.
- ☐ **Take collecting shipping addresses off your to-do list with our virtual pop-up shop.** This allows your recipients to directly select apparel sizes and securely provide shipping addresses.
- ☐ **Make a shipping plan that accounts for holiday shipping delays.** Take advantage of our volume discounts with FedEx or use your own account.



CONTACT YOUR
BRAND STYLIST TO
MAKE A HOLIDAY GIFT
PLAN!