



1. Define your timeline

- Determine your target delivery date: should gifts arrive before or after Thanksgiving, or for the New Year?
- Based on your delivery date, count back 1-2 months to set your target window for order approval (when CreativeMC can order your products).
- If your gifts will be shipped abroad, add 1-2 weeks to your timeline.
- For custom packaging or gift sets that require kitting, add 2 weeks (see #5 below).
- Consider internal review and approval processes. Who signs off on budgets and products? Factor this into your timeline!
- Talk to your Brand Stylist to ensure your timeline is feasible. There are variables she/he will know to account for.

2. Build your budget and gift list

- Is your budget fixed or will it be 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. With international recipients, you will need more. Ask your CreativeMC rep for guidance!

3. Create a gift concept

- What brand statement do you want to make with each group of recipients? Examples: wow factor, trend setter, appreciation.
- Match the right gift tone with the right audience. Examples: sophisticated and chic, festive and fun, comfy and cozy.
- Do you go with a single gift item or a multi-part set? Consider how this choice impacts fulfillment and shipping.
- Ask your CreativeMC Brand Stylist to pull together the perfect concept(s) and brainstorm with your internal team.



4. Browse, select and decorate

- Start shopping! Your Brand Stylist can recommend gifts for each recipient category, including retail brands, custom gift sets, and more.
- Looking to keep your brand on the forefront of fashion and design trends? *Use our 2022 Holiday Gift Guide for inspiration!*
- Select a few options in your price range(s) and ask your Brand Stylist to order samples. Share with your colleagues to make the final call.
- For international recipients, ask your rep about cost-effective options to buy products through our team in Europe.
- Decide the approach to brand decoration: do you want a more classic look and logo placement or a walk on the wild side?

5. Make a packaging, fulfillment and distribution plan

- Decide about making a brand splash with custom packaging from the box to tissue paper, gift wrap, ribbon, stickers, printed cards, glitter, and more!

- Need a VIP personal touch? We can do handwritten note cards to your entire list or the chosen few.
- Reserve your dates for CreativeMC's fulfillment 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, your gift list directly selects apparel sizes and securely provides shipping addresses. Your first pop-up is on us – ask your rep for more info!
- Make a shipping plan that includes leeway for holiday shipping delays. Take advantage of our volume discounts with FedEx or use your own account.
- Want to leverage volume discounts on large orders for use after the holidays? Our flat fee storage rates mean no pick fees and no extras. Get the details from your rep.

Find
Gift Ideas
Today

