

# 2023 HOLIDAY GIFTS

*your planning checklist*

## 1. DEFINE YOUR TIMELINE

- Determine your target delivery date for your gifts.
- Count back 1-2 months from the delivery date to set your target window for order approval.
- 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).
- Consider internal review and approval processes.
- Talk to your Brand Stylist to ensure your timeline is feasible. There are variables she 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, trendsetter, appreciation.
- Do you select a single gift item or a multi-part custom gift set? Consider how this choice impacts kitting 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

- Use our 2023 Holiday Gift Guide to 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 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, glitter, 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, your gift list directly selects apparel sizes and securely provides shipping addresses.
- Make a shipping plan that includes leeway 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!**