

# Extending brand recognition.

## J.P. Morgan and Staples Business Advantage®.

At Staples, we pride ourselves on providing innovative products and services to drive your business forward. From office supplies to printing services to promotional products, our Staples Business Advantage customers benefit from a single source that delivers solutions when and where needed – on time and on budget.

Organizations around the globe rely on Staples' team of marketing, merchandising and design professionals to develop customized solutions to enhance brand awareness. Below is an example of how one large financial services organization turned to Staples Promotional Products® to create a unique promotional product for an important customer event.

### The Company

J.P. Morgan (NYSE: JPM) is a leading global financial services firm with assets of \$2 trillion. With operations in more than 60 countries, J.P. Morgan has more than 200,000 employees serving millions of U.S. consumers and the world's most prominent corporate, institutional and government clients.

### The Challenge

Extensive planning was underway for an upcoming J.P. Morgan-hosted event for key customers and business partners from the world's leading financial institutions. J.P. Morgan wanted to showcase its strong heritage – with more than 200 years of leadership in banking – and planned to incorporate items from the company's archives into the overall event decor.

As a token of gratitude, J.P. Morgan's chairman also wanted to provide attendees with a personalized takeaway – a gift that tied into the theme celebrating the organization's reputation as the largest, oldest and best-known financial institution. The gift needed to be consistent with J.P. Morgan's current branding initiatives, yet unique to the special occasion, leveraging the organization's archived items and photos as appropriate.

**Staples created a high-quality, branded gift – a set of coasters with images from the J.P. Morgan archives – for an exclusive customer and partner event.**

### The Solution

J.P. Morgan turned to Staples Promotional Products to develop a high-quality, branded gift for each of its 150 guests. Building on the banquet theme, the Staples team recommended a customized set of coasters with images from the J.P. Morgan archives. Packaged in a stylish wooden box, the coaster set would be integrated into individual place settings, complementing the table design while standing out as a party favor for individuals to take home.

J.P. Morgan relied on Staples' creative sourcing department and in-house graphic design services to handle the project details from start to finish, including product procurement, printing and delivery.

### The Results

The custom coasters provided the ideal background for images from the organization's archives, allowing J.P. Morgan to share its rich heritage with guests by providing them with a professional, memorable keepsake. Well received by attendees, the storage box prominently displayed the J.P. Morgan brand, with the individual coasters showcasing highlighted images from years past.

To take advantage of Staples' competitive pricing on large imprint orders, J.P. Morgan also had Staples produce a separate storage box for additional coaster sets to be used at future company events and customer giveaways.

**To learn more, please visit [StaplesAdvantage.com](http://StaplesAdvantage.com).**

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