

Custom Beach Towel Creates Social Media Buzz

Challenge

The Minnesota Timberwolves of the NBA hosted an event with a “10,000 Lakes” theme, which then carried over to their team store with a variety of water-themed merchandise options. When the Timberwolves started planning a gameday promo giveaway, a different promo vendor proposed an oversized beach towel. Unfortunately, their pricing was also somewhat oversized and placed the giveaway idea in jeopardy.

Solution

Taylor Promo used its deep, global sourcing relationships to offer a better price – and deliver a far better product. Each towel was custom printed to honor Naz Reid, the Timberwolves’ star “sixth man,” while Taylor Promo’s focus on product quality ensured the gift would be enjoyed by fans for years to come:

- 15,000 towels
- 30" x 60" size
- 100% cotton velour
- Full-color, edge-to-edge printing

Results

The Naz Reid towel has been hailed as the biggest promotional marketing success in Minnesota sports since the Homer Hanky™.



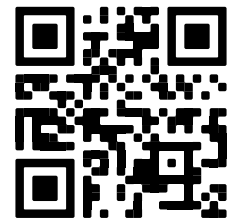
PRODUCT QUALITY

The towel sourced by Taylor was larger, more colorful, made of higher-quality fabric and was delivered at a lower total price than the competitor’s proposal.



FAN ENGAGEMENT

The promo giveaway was a huge success and still has Timberwolves fans buzzing.



WATCH THE VIDEO

Scan here to see for yourself.