



IN THE (ST.) NICK OF TIME

Vivo Combination Speaker and
Wireless Charger



In late 2021, with the holidays fast approaching, the CEO of Mercedes USA contacted Bensussen Deutsch & Associates for holiday gift ideas for his nearly 1,900 employees across the country. The CEO wanted a unique and high-quality gift that employees would keep and use often in their personal lives.

Rick Orłowski, BDA national account director - auto team, says the request came in with both time and budget constraints, and PowerStick was one of very few vendors that was able to provide a solution.

The product selected was Vivo, a combination speaker and wireless charger, featuring Bluetooth® 5.0 technology for wireless connectivity and a rich sound with built-in microphone for hands-free phone calls.

The product was custom-decorated with the Mercedes logo and packaged in a white gift box with a foam insert. A double-side printed custom sleeve completed the special gift. The packages were drop-shipped to recipients' homes in time for the holidays.



"The Mercedes executive group was very pleased with the gift that was selected and sent out to the group," says Orłowski. "They were aware that they had given us a very tight timeline to produce and ship a gift, and they were very pleased with the turnaround. They were also pleasantly surprised at the level of design on the item and the custom packaging. PowerStick came through for BDA again!"

PowerStick Product Used:

Vivo combination speaker and wireless charger

<https://powerstick.com/main/vivo/>