



# BEEPJOB CASE STUDY

WITH  Brandito

“ In an industry that can be seen as stale or antiquated, distributors are always looking for new ways to keep customers intrigued and coming back for more. Clients look to us for our knowledge and expertise in keeping their brands relevant and always top of mind. Origaudio is my go-to supplier for new and innovative products. The quality tech items, free full-color imprint, and free custom packaging are all tremendous assets in our sales toolkits. We’re able to provide a positive customer experience and continue to grow our client relationships while making the folks here at Brandito look like rock stars.”

Kevin Mullaney  
Partner, Vice President  
Brandito

## OVERVIEW

As a Virginia-based promotional product distributor, Brandito’s foundation is rooted in education, adaptability, consistency, and reliable customer service.

## STRATEGY

In the promotional product industry, it can be up to 5x more cost-effective to retain existing customers than to acquire a new ones. [\(SOURCE\)](#) When a longtime client approached Brandito for giveaway options for an annual conference, Brandito turned to Origaudio for an innovative product solution.

The versatility of the Beebops made them the perfect gift for a long running annual summit that had new and repeat attendees spanning different ages and backgrounds. The lightweight, portable bluetooth headphones have a sleek modern design with clear sound quality to listen to music or take phone calls while you’re on the go.

As a practical and functional gift, the Beebop bluetooth headphones are sure to be a keeper.