



SONOSPHEAR CASE STUDY WITH REGENCY **360**

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We loved the Sonosphear so much, we ordered 50! We were blown away by how awesome the image of ViaSat-2 looked printed on the speaker. The Sonosphear's design, functionality and quality made the perfect gift for our top performing sales managers. The custom present really made a statement at the conference and everyone loved it.

Nick Stevens
Regency 360

OVERVIEW

Headquartered in Raleigh, NC, Regency360 was founded in 2008 and has grown to be an industry-leading print and promotional product distributor. With a heavy focus on technology and innovation, Regency360 specializes in online stores to streamline the process of orders for custom products.

STRATEGY

Exede Internet launched their all-new satellite, ViaSat-2, and was excited to introduce to their customers a new line of internet services. Regency360 knew Exede had an upcoming national sales conference, and really wanted to wow them with a unique branded gift item. The Sonosphear was a no-brainer because it showcased their recent achievement beautifully with an 8" full-color imprint of their satellite.