

# BUDSIES CASE STUDY WITH

canary



I love Origaudio's earbuds because they have a wire, meaning they won't fall off and get lost. The Budsies also come with a full color imprint and have a sleek design. Additionally, my client was looking for a wireless charger that doubled as a stand, and the PowR Stand fit what they were looking for perfectly! It was a no-brainer to suggest these two items for my client's swag box."

Rachel Adams  
Account Director  
Canary for Compli

## OVERVIEW

Headquartered in the San Francisco Bay Area, Canary is a team of shoppers and product experts who are poised and ready to show clients a collection perfectly curated to their specific event, brand and audience.

## STRATEGY

Rachel's client, Compli, was creating a congratulations box to be mailed out upon completion of Compli's CMS University. When students finish the class, they would receive a white mailer box filled with branded goodies. Compli needed tech items that were both lightweight and functional.