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Boosting Employee Morale & Brand Visibility

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 www.iqagroup.com  sales@iqapparelgroup.com  866-789-0508

 1900 Brannan Rd, McDonough, GA 30253, USA



Overview

A fast-growing technology firm, wanted to create a sense of unity among its employees and enhance brand visibility. They decided to invest in custom corporate apparel and partnered with a reputable provider of high-quality, customized business wear. This case study highlights the challenges the technology firm faced, the solutions provided by the business apparel provider, and the results achieved.

The Problem

The technology firm faced several challenges, including difficulty in creating a cohesive brand image among employees, promoting company culture and creating a sense of belonging for their diverse workforce, and low visibility in the competitive technology industry. They needed to find solutions to improve their external presence in order to boost recognition and establish successful partnerships.



Culture

Difficulty in promoting company culture and creating a sense of belonging for their diverse workforce.



Brand Image

Lack of a cohesive brand image among employees, resulting in a disjointed appearance at events and client meetings.



Brand Visibility

Low brand visibility in the competitive technology industry, leading to missed opportunities for recognition and partnerships.

Solution

- ▶ **Consultation:** The business apparel design team met with the technology firm's marketing and HR departments to understand their branding, employee demographics, and corporate culture.
- ▶ **Design:** Based on the consultation, the business apparel provider created a range of branded apparel, including polo shirts, jackets, and hats, featuring the company logo and colors.
- ▶ **Selection:** Sourced high-quality, comfortable materials suitable for various work environments and employee preferences.
- ▶ **Production:** The custom apparel was produced, and a user-friendly online ordering system was set up for employees to choose their preferred items and sizes. The apparel was then delivered within the agreed-upon timeframe.

Results

After implementing the custom corporate apparel solution, the technology firm experienced significant improvements: Enhanced brand image, improved employee morale, and increased brand visibility.

Final Step

By partnering with the technology firm, the business apparel provider was able to overcome their challenges and create a cohesive brand image while boosting employee morale and brand visibility. The custom corporate apparel solution provided proved to be an effective investment in both employee satisfaction and company growth.