

The Kitting Roadmap

EXPERT GUIDANCE TO CUSTOM PROMOTIONAL PRODUCTS KITTING



#1. BUDGET

Determine your budget for the custom kit to guide your choices and ensure cost-effectiveness.

#2. CREATIVE PLAN

Establish the kit's purpose, idea, and occasion to align with your marketing goals and brand message.

#3. MESSAGING OR BRANDING

Finalize any copy and branding that will be included on labels, card inserts, or printed on the box to reinforce your branding or highlight current campaigns.

#4. PICK THE KIT

Select the style and size of the kit, whether it's a box or a bag, which will impact the contents and presentation.

#5. BOX DESIGN

Customize the box with your desired messaging, branding elements, and compelling calls to action.

#6. FILL THE BOX

Carefully curate the contents of the kit with creative collaboration from promotional products experts, leaving some space for presentation aesthetics, like using paper or other fillers.

#7. ORDER IS PLACED

Finalize the selections and place the order for your custom promotional kit.

#8. FULFILLED & DISTRIBUTED

Fulfillment services bring your vision to life as the kit is assembled and distributed.



A BR COMPANY