

# Client Case Study

## Marketing Campaign

### University Colorado Health

Wanting to recognize hundreds of employees for their often thankless work, the University of Colorado Health made plans to have a night dedicated to their incredible staff. Largely honoring the behind the scenes players at the hospital, University of Colorado Health reached out to Clay Pot Creative to help make their valuable employees feel priceless.

Knowing the event was taking place at the Denver Museum of Nature & Science, the Clay Pot Creative team devised the "Hidden Gems" theme playing off the museum's gems and minerals exhibit. With the theme approved, nearly every member of the Clay Pot Creative team was involved in some capacity to source gifts, paper sourcing, print coordination, graphic design, copywriting, assembly and more.

The final custom printed invitations were delivered to nominees for a night of hor d'oeuvres and drinks to honor those who were simply a cut above.



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