

# Client Case Study

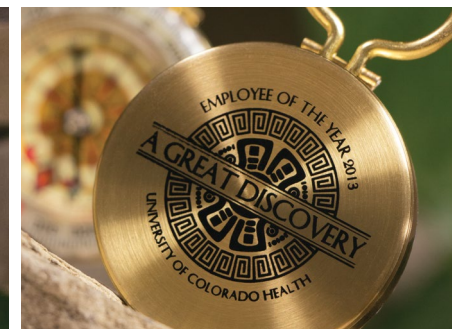
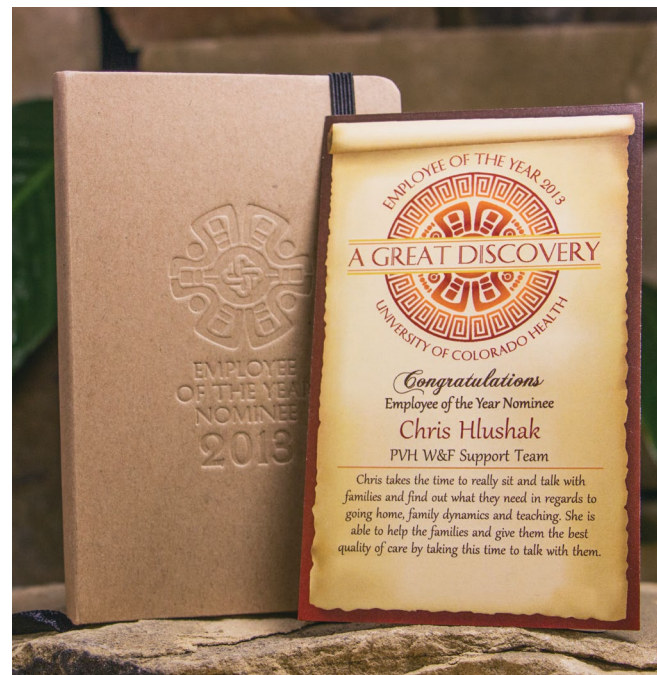
Marketing Campaign

## University Colorado Health

The University of Colorado Health wanted to host a celebration to honor the diligent work of their dedicated employees and the tireless work they do in the Northern Colorado community. While concurrently working with numerous departments across the hospital to discover these top performers, UCHealth reached out to Clay Pot Creative to craft the theme of the event, create invitations, and source gifts.

Based on the extensive search UCHealth was undertaking to find their top performers, Clay Pot Creative pitched an archaeological discovery theme for the event. Framing each of the nominees as a venerable community member, the hospital immediately approved the vision.

Custom, variable data printed invitations were hand delivered to the nominees, including a UCHealth branded compass. At the event, attendees received a field notebook in addition to the unending support of all of us in the community.



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