



In Person Event Changed to Virtual – Virtual 5K



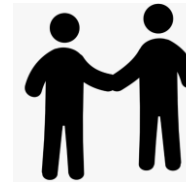
CLIENT GOALS

- Develop items that can be worn by participants for a virtual 5K, vs in person.
- Try to keep within the theme of a normal in person 5K event; water bottle, racer bib, tank top.



BDA STRATEGY

- Sourced relevant products that signified similar events to an in person 5K.
- Source items that can be printed with the unique 6 color VIRTUAL 5K logo.



BDA DELIVERABLES

- Provided above and beyond customer service through a high stress delivery with many drop ship locations.

SERVICES UTILIZED

- Custom Product Development
- Supplier Services