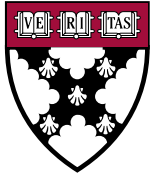


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**HARVARD BUSINESS SCHOOL®**

# **CASE STUDY**



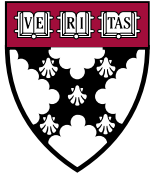
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## THE SITUATION:

The Harvard Business School wanted to offer branded merchandise to students and staff within their Executive Education program to generate school pride and appreciation; however HBS wanted the first piece of merchandise to be a gift from the school. Additional product should be encouraged to be purchased by the participants but not required. Gifts and products were purchased and distributed by HBS order-by-order as they came in from the students.

## THE CHALLENGE:

Each student gets to select their branded piece and size just for being in the program. The difficulty became tracking, organizing and fulfilling the different requests as they came in. Day-by-day ordering became too much of a headache and often caused confusion or shipping delays. HBS needed a more coordinated system as students made their choices.



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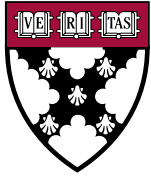
## THE ACTION:

Strän's team of experts answered HBS's need by suggesting and developing an online pop-up store. Each member of the Executive Education program is assigned "one point" which they in turn can use for "purchasing" a piece of merchandise of their choice online. After choosing their product and size, they are automatically shown additional retail items they can select for purchase. The store is open for a limited time only. At the conclusion of the ordering period, all the orders and data are collected at once. This allows for the fulfillment to be carried out in one swift, organized process. Best of all, the product comes retail-ready: bagged, labeled and shipped directly to participants' rooms.

### Order Your Complimentary Item

We are pleased to offer you a complimentary AMP 187 outerwear item as a remembrance of your time at HBS. Please place your Order here by September 19th to ensure delivery while you are still on campus.

[ORDER NOW](#)



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## THE RESULTS:

There are now four different pop-up stores that go live for a limited amount of time. Each store has allowed students to get their appropriate sizes and selections, while affording HBS some needed organization and relief from having to manage many different orders over an indefinite timeline.

The screenshot shows the Stran promotional solutions website. The header includes the Stran logo and navigation links: Home, Contact Us, Shopping Cart, and Log In. The main content area features a section titled "Order Your Complimentary Item" with a subtext: "We are pleased to offer you a complimentary AMP 191 outerwear item as a remembrance of your time at HBS. Please place your order here by September 19th to ensure delivery while you are still on campus." Below this text is a button labeled "ORDER NOW". To the right of the text is an image of four black outerwear items (jackets and vests) with the HBS logo. At the bottom, there is a link "CLICK HERE" and contact information for Lucy Watson in the Program Office.

**Order Your Complimentary Item**

We are pleased to offer you a complimentary AMP 191 outerwear item as a remembrance of your time at HBS. Please place your order here by September 19th to ensure delivery while you are still on campus.

[ORDER NOW](#)

If you are interested in ordering additional items, please [CLICK HERE](#).

Please contact Lucy Watson in the Program Office with any questions: [lwatson@hbs.edu](mailto:lwatson@hbs.edu) or (617) 495.6428.










[Home](#) [Contact Us](#) [Shopping Cart](#) [Log In](#)

The screenshot shows the Stran promotional solutions website with a product catalog. The header includes the Stran logo and navigation links: Home, Contact Us, Shopping Cart, and Log In. The main content area features a "Product Categories" section with a list of items: Columbia Fleece Jacket, Eddie Bauer Windbreaker Jacket, LL Bean Fitness Fleece Jacket, LL Bean Fitness Fleece Vest, and Patagonia 1/4-Zip Fleece Pullover. Below this is a grid of product images with their names and point values. The grid is organized into three columns and three rows. The first row shows the Columbia Fleece Jacket, Women's Columbia Fleece Jacket, and Eddie Bauer Men's Wind Jacket. The second row shows the Eddie Bauer Women's Wind Jacket, Mens LL Bean Fleece Jacket, and Womens LL Bean Fleece Jacket. The third row shows the LL Bean Fitness Fleece Jacket, LL Bean Fitness Fleece Vest, and Patagonia 1/4-Zip Fleece Pullover.

**Product Categories**

Columbia Fleece Jacket  
Eddie Bauer Windbreaker Jacket  
LL Bean Fitness Fleece Jacket  
LL Bean Fitness Fleece Vest  
Patagonia 1/4-Zip Fleece Pullover

Prev Next

 Columbia Fleece Jacket 1 - 1 Points	 Women's Columbia Fleece Jacket 1 - 1 Points	 Eddie Bauer Men's Wind Jacket 1 - 1 Points
 Eddie Bauer Women's Wind Jacket 1 - 1 Points	 Mens LL Bean Fleece Jacket 1 - 1 Points	 Womens LL Bean Fleece Jacket 1 - 1 Points
 LL Bean Fitness Fleece Jacket 1 - 1 Points	 LL Bean Fitness Fleece Vest 1 - 1 Points	 Patagonia 1/4-Zip Fleece Pullover 1 - 1 Points

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