

# Invest Canada'23: Giving thanks to Speakers



CVCA thanked the Invest Canada 2023 speakers with an Unwrapit gifting experience. With speakers travelling from across Canada and the United States, a branded Unwrapit experience was the perfect way to show appreciation in a aligned and sustainable way.

## AT A GLANCE



63 recipients  
across North America



87% claim rate



\$1,240  
in charitable donations

## CAMPAIGN REQUIREMENTS

- Brandable gift experience
- Reporting capabilities
- No international shipping
- Addition of and charities and associated foundations

## CAMPAIGN GIFT OPTIONS

David Suzuki Foundation  
Rick Hansen Foundation  
The Upside Foundation  
SpaFinder  
Indigo  
UberEats  
App Store & iTunes  
Apple Gift Card

## OBJECTIVES

The CVCA team was searching for a gifting solution that was engaging, branded and personalized to the recipient. With recipients travelling from across North America, digital, locally redeemable gifts were important.

## SOLUTIONS

The Unwrapit experience created was branded using the event brand assets, and customized with a message of appreciation for each speaker. The experience included a list of curated gift options, redeemable in both Canada and the United States. These gift options also included social impact gifts to support the Foundations founded by some of the keynote speakers (i.e. David Suzuki and Rick Hansen.)

## RESULTS

With a final claim rate of 87%, this speaker campaign was very well received. Many recipients (57%) opted for the charitable donation, resulting in \$1,240 donated to charities featured in the experience. A fun, engaging and thoughtful gifting experience was created for the speakers and a perfect way to show meaningful appreciation.

