

# Invest Canada '23: A hybrid approach to gifting



CVCA used Unwrapit to show appreciation to attendees of Invest Canada '23 by offering truly sustainable gift options such as featured e-books and audiobooks alongside charitable donation options from associated foundations.

## AT A GLANCE



679 Recipients



\$5,070 in  
charitable donations



Featured speakers  
books and foundations  
as gift options

## CAMPAIGN REQUIREMENTS

- Brandable gift experience
- Ability to include sponsor branding and activation throughout
- Hybrid approach with physical gifting
- The ability to feature speakers' books and charities

## CAMPAIGN GIFT OPTIONS

Speaker Audiobook  
Speaker e-book  
CanadaHelps Gift Card  
David Suzuki Foundation  
Rick Hansen Foundation  
The Upside Foundation

## OBJECTIVES

It was important to CVCA that they offer a unique, fun and branded gifting solution for Invest Canada '23 attendees. They were clear in their need to have social impact and charitable options and ideally, to offer the speakers charities, foundations and books. CVCA had committed to gifting some physical gifts, so a digital solution was preferable to enable a hybrid approach.

## SOLUTIONS

The CVCA team fully utilized all of the unique features of the Unwrapit experience such as custom gift options (speakers books and foundations), brand-ability using the Invest Canada '23 assets, segmented recipient groups, and the gift sponsor features throughout.

Recipients received a physical gift with an Unwrapit QR code included to invite the recipient into the Unwrapit experience

## RESULTS

Recipients were offered a gift through the branded experience and the gifting sponsor, Kalos LLP's name and logo was featured throughout. The attendee stream closed with 50% of all attendees claiming their gift and over \$5,000 in charitable donations chosen.

An incredibly successful and well-received campaign appreciated by recipients and importantly, driving significant social impact.

We were very happy with our Unwrapit experience. It allowed us to provide a user friendly, sustainable option for our attendees and also provide the ability for attendees to donate to a social impact fund or charitable foundation in lieu of an actual gift. This was a big hit for our attendees!

**Stephanie Lewis**  
CVCA

