

CASE STUDY: CERAVE CHARITY SAMPLE KITS CONSUMER AWARENESS & ACTIVATION

OBJECTIVE:

For this project, CeraVe, a L'Oreal brand, partnered with A Children's House for the Soul, a charity in Texas with the mission of empowering children, teens, and families impacted by skin disease. The kit's intention was to bring education, support, and outreach to help the target audience learn to love their skin, feel empowered, and not alone.

SOLUTION:

Because the kit had so many different pieces, CeraVe's greatest obstacle was finding a way to manage all of the moving parts. They partnered with CCG as a one-stop solution to manage the entire project from sourcing products, to printing materials, and fulfillment. This allowed CeraVe's team to focus on the messaging, branding, and positioning of the project instead of all the logistics that go into bringing multi-faceted kits of this size to life.



SERVICES USED:

CCG worked with 6 external vendors, and had 8 different departments come together to execute this project in an efficient manner. From product sourcing and decoration, to printed collateral, assembly, kitting, fulfillment, warehousing, drop-shipping, and photography, CCG handled the project from start to finish all under one roof.

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10,000 KITS CREATED

IMPACT:

Working together with internal and external teams, CCG created 10,000 kits that are stored in inventory and fulfilled daily for pediatricians and dermatologists to distribute to their patients. A Children's House for the Soul received a bulk shipment of 500 kits for the kids they work with regularly.