

Case Study: Style, Uncapped by Nivea Customized Lip Balm Cap and Fulfillment

OBJECTIVE:

Nivea wanted to develop an online design tool where consumers create — and purchase — their own customized lip balm cap.

SOLUTION:

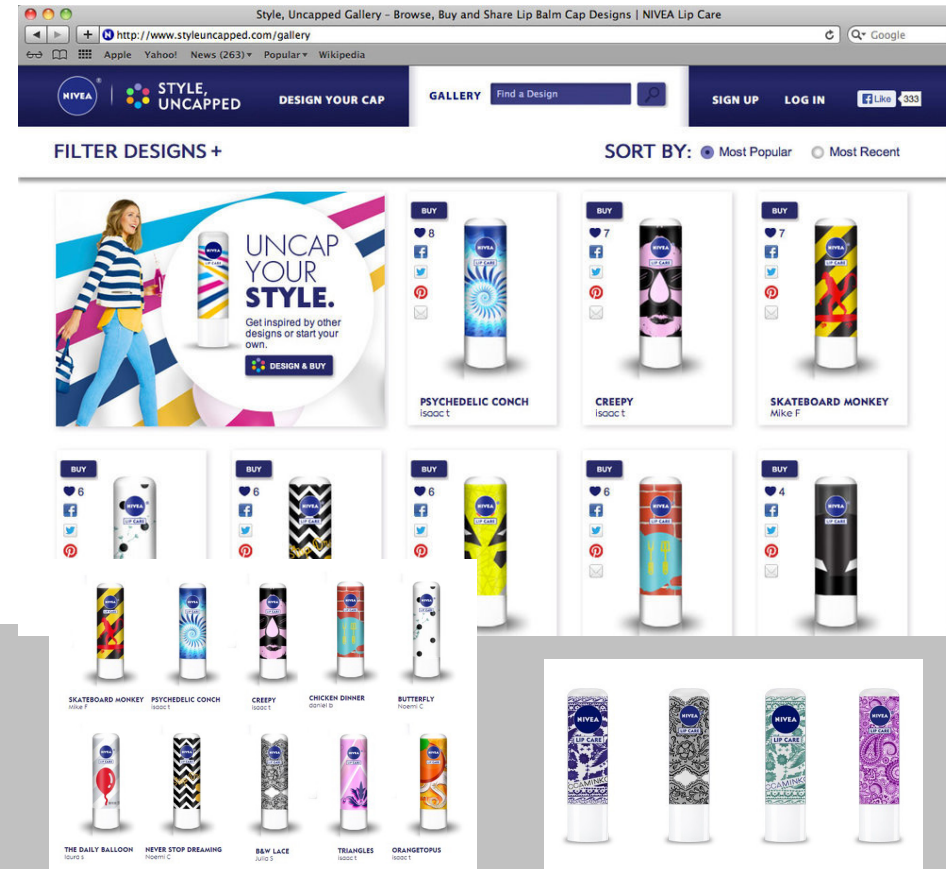
CCG, through its Be Decorating division developed custom APIs to transfer the consumer's data into its print-on-demand order stream from the Style Uncapped ordering site. This information would then securely travel into the order fulfillment and variable composition process, which composes the custom label, flavor selection and shipping label.

PROCESS:

CCG developed the automated file management workflow, generated and printed the consumer designed POD custom labels, picked, packed, and shipped each piece to the end user. Each order was shipped within 5 days with customers receiving an email confirmation with tracking info and an image of their customized product.

OUTCOME:

Nivea brand, with CCG's support, engaged, fulfilled and decorated 400,000 lip balms with unique consumer designed labels.



About CCG: We help brands drive loyalty, relationships, sales, and success by connecting you and your customers through tech-driven marketing and fulfillment.

About Be Decorating: We're a division of CCG that specializes in decoration-driven, 3rd party logistics that was created by integrating fulfillment and print production competencies, to serve a growing demand in the promo industry.