

## Case Study: Creating a Student Campus Kit

‘Working with NWUPC and the University of Chester has allowed us to offer maximum value for money and be able to provide a constant and consistent level of creative input’



With good faith and bags of enthusiasm the first dots were placed at the NWUPC Annual Conference in 2019 which was held at the University of Manchester. Being new to the framework we weren't sure what to expect, who we would meet and the interest we would receive. However we knew we would make some new connections, learn about the members and get to know about the key issues affecting University procurement teams. One thing was for sure we were eager to plant those first seeds of collaboration. At the Annual Conference the atmosphere was welcoming, energetic and enthusiastic. The encouragement received by the NWUPC team was second to none as we prepared to showcase as a new supplier. The other suppliers on the framework notably Allwag Promotions and ESM Branding took us under their wing with friendly advice and banter. It was a fun day jam packed with conversations and really getting to understand the potential of a framework for a micro business like us.

This was the first time we met Adrian Davies, Procurement Manager for the University of Chester. Adrian showed genuine interest in us, the products we were exhibiting and the latest trends in the world of branded merchandise. There was a lot of light hearted humour and we appreciated the effort Adrian made to make us feel welcome.

**Fast forward one year when Extravaganza were contacted by Adrian during a Global Pandemic with quite a unique request!**

### **What was the nature of the project?**

The initial request from Adrian & Student Futures Team at University of Chester team was to create a 'Student Campus Kit'. The initial request was for: **Branded Tote Bags, Branded Face Coverings, a door opener keyring, latex gloves and hand sanitisers.** The request was for a high quantity of 15,000 and on a short lead-time. Adrian was keen to explore branded and unbranded options as well as direct delivery to students and split delivery options. From the offset sustainability underpinned the nature of the project.

### **Why was the project being undertaken?**

The project was undertaken to Welcome Students back onto the campus in a positive, confident and safe manner during the Covid19 pandemic. The Welcome Week was taking place 13-18th September 2020. The aim was to pick items to promote health and wellbeing of students, that could be used everyday, value for money and eco-friendly. The brief presented by Adrian and the team was clear, strategic and collaborative.

### **What solutions were considered?**

We looked at ready made kits, branded and plain stock options, including hand sanitisers, disposable gloves, hygiene keyrings, tech products, lanyards and a few extra all packed up neatly into a goodie bag.



### **Why was this solution chosen?**

The solution chosen by University of Chester and the Student Futures Team was the Natural Cotton Drawstring Bags and Brushed Cotton Face Masks, branded with a one colour logo. Both available on a 3 week lead-time, eco friendly and good quality. The masks and bags allowed for big print areas and that we could replicate the crest logo in detail.

### **Were there any risks involved?**

The potential risks we identified were courier delays during the height of the pandemic . As time was short we presented the samples and the scope of manufacturing via video chat, photos and proofs. The success of this campaign from the onset was clear communication, speed of action and plenty of collaboration. The kit would be used to promote health and wellbeing of students and as a tool to enhance community liaison.



### **Is there anything we would have done differently or any lessons learned?**

We have learnt that collaboration and honest communication is the key to success. Adrian and the team understood the risks with delivery and potential delays. The magic key to this project was clear communication, picking up the phone and having a good chat. Sometimes light hearted banter is the key to developing a trusted long-term relationship and nothing beats 'picking up the phone'.

Getting to know Adrian and the University of Chester began at the 2019 NWUPC Conference. We understood that Adrian was passionate about sustainability and long-term use of promotional products. Ethical sourcing standards, along with high levels of innovation and creativity, meant as soon as the request came in we knew exactly what areas to focus on.

### **What was your experience of working with the institution using the framework?**

**As a supplier on the Promotional Merchandise Framework it has helped us to get to understand the buying process at the University of Chester. It's been a collaborative process as Adrian has promoted the framework to the Marketing and Student Future Teams, they in turn have worked in an honest and open manner, sharing their strategy, limitations and brand identity from the offset. The framework has allowed us to place many dots along the way from sourcing University of Chester 'on brand' products and creating a successful student campaign with the use of branded products.**

# Biggest Wins

## Collaboration

Working with NWUPC and University of Chester has allowed us to offer maximum value for money and be able to provide a constant and consistent level of creative input. The more we have got to know the University of Chester team the quicker we have been able to respond with solutions that fit their brand and values.

## Touch Lives

We realise that the solution we agreed on with University of Chester ultimately would encourage positive engagement with students during uncertain times. Adrian and the team clearly communicated the nature of this campaign; ultimately to protect and enrich the life of a student as they entered into a unique academic year.

## Receptivity

NWUPC and University of Chester's receptivity to the world of promotional merchandise and the framework has allowed us to engage in lots of different ways and we've enjoyed seeing successful results .

## Building Networks

Getting to know members, the NWUPC team and other suppliers on the framework has been so important for us to grow as a business. The support has been incredible and this has been evident in the positive development of our business and team.

Extravaganza are available through [Lot 1 - Promotional Merchandise and Clothing](#) of the NWUPC Promotional Merchandise framework, full details are available at the NWUPC Website or can be found at HEContracts. If you have any questions about the framework please contact David Yates, NWUPC Category Manager for Office Solutions at [david.yates@nwupc.ac.uk](mailto:david.yates@nwupc.ac.uk) or call on 0161 234 8002.

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