

A B2B Success Story – FedEx®

When FedEx® came to us in 2014 to create their greeting cards we were excited to collaborate with such a respected brand. With FedEx® being the most renowned shipping company, whose whole business was based on the reliable service of personal delivery, they wanted marketing materials to match this ideal. Greeting cards seemed like the perfect choice – a very personal correspondence that stood the test of time against all other means of digital communication.

Business greeting cards are marketing materials. They offer a simple but intimate way of connecting with your customers, employees, business contacts, and more – that’s what FedEx® was looking for. They needed a way to connect that was both subtle and elegantly subliminal using understated cards that infused their brand and message into a simple hello, thank you, happy holidays, or birthday wishes. Whatever the occasion, FedEx® wanted to celebrate with a particular card that reflected their specific branding.

THE IDEA

Brand consistency. Many companies have very definitive branding – think Apple, Microsoft, Starbucks, Coca-Cola, Pepsi, Google, Facebook, Mercedes-Benz, BMW, McDonald’s, Target – the list continues. FedEx® is no exception. FedEx® consistently utilizes a distinct purple hue for their letters FED, the following two letters (Ex) are represented with various colors for their different branches.



Another hidden gem in all derivations of the FedEx® logo is an arrow between the ‘E’ and the ‘x.’ Whether it signifies speed, precision, forward-moving progress, or the places they are willing to go for their customers, the FedEx® logo is a memorable one and has received many awards. Colors too can evoke different feelings, and they chose theirs carefully. We wanted to help FedEx® use these design elements in their marketing materials, specifically their greeting cards.

THE KEY PLAYERS

CardsDirect teamed up with FedEx® in a way that met their standards of design and reliability to create a cohesive story with their print marketing materials.

THE FACILITATORS

Lynell Brown was the manager on the account. John Lefler supervised and led the team of graphic artists who gave FedEx® their unique designs. These designs needed to be perfect – there was no room for error – FedEx® needed precise branding because it masterfully defines who they are with subtle precision.

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THE OPERATION

Since 2014, we have designed custom branded greeting cards for FedEx®. FedEx® uses these cards to manage customer relationships, B2B correspondences, and employee recognition.

Many of our signature designs are altered to the color specifications of the FedEx® brand – down to the smallest detail – even the Christmas lights on their holiday cards or the confetti on birthday cards are matched to their corporate colors.

As with many companies, we also include their logo on the cards. These sometimes subtle customizations are indicative of the FedEx® brand but can be incorporated into any businesses promotional materials to effectively raise awareness and achieve brand loyalty.

THE SUCCESS

FedEx® believes in a personalized approach to customer and employee relations. There is great value in the cards they send. With the high-quality approach to how they conduct their business, they needed a comforting way to reach out to those that made their business possible – with a card that was unmistakably theirs. The idea was that each time someone opened one they nodded their head and said, yep, that's FedEx®, always on point – a trusted brand that took the time to go the extra mile.

We are glad to be this understated component in their marketing efforts, to continually assist with progress for a brand we believe in. Let us help do this for you.