



# GEICO CUSTOM PRODUCT GIVEAWAYS



*Geico Custom Headphones*



*Geico Custom Bag*



*Geico Custom Koozie*

## ISSUE:

GEICO® does an annual bulk buy for promotional products for use at events throughout the year. Each year they look for fun, unique and cost-effective products that will delight their target audiences.

## IMPORTANCE:

GEICO makes a major investment on promotional product giveaways to ensure that their brand is in the hands of millions of potential customers each year. Every GEICO branded product needs to be memorable, useful, and fun to generate excitement and create the most impact for their marketing investment.

## IMPACT:

Through our own global sourcing company, Centricity has access to factories across the world and the design talent to create the coolest design for a fraction of the cost of other agencies. With Centricity's sourcing and design capabilities, GEICO realizes significant savings and is able to deliver delight to their target audience.

**YOU CAN FIND US ON SOCIAL**

**@centricitynow** or via  
**CentricityNow.com**



Counselor Magazine's  
Best Places to Work



4 Years on  
the Inc. 5000



Top 50 US  
Promotional  
Agency



Certified Women  
Owned Business