

CASE STUDY

The fortune cookie that became a decade-long conversation starter

Magic Promotions, Inc. · Branded Gifting · Personalized Fortune Cookies

To celebrate Magic Promotions' 10th anniversary, Magic Sue did something that reflected her own story. She created branded fortune cookies, complete with personalized messages and lucky numbers, for the occasion.

The inspiration came from a question she hears often at networking events: "Where are you from? Did you grow up eating fortune cookies?" Rather than shy away from it, she leaned in and made it part of the brand experience.

One cookie read: "Fortune comes from strategic marketing." Another said: "Something magical awaits. Call Magic Sue. Your lucky number is (773) 791-3166." Everyone who has ever opened a fortune cookie knows the smile those little slips of paper bring. These delivered that same delight, wrapped in a brand story.

Years later, clients still bring them up. They remember the cookies, and they come back to Magic Promotions when they want to create something equally unique for their own audience. That is the power of a gift that is unexpected, personal, and perfectly on-brand.

The best branded gifts feel personal. They reflect who you are and make people smile long after the moment has passed.

Ready to create a gift that people will still be talking about years from now?

Let's make the magic happen

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