

## CASE STUDY

# When a branded gift becomes a daily companion

iCare Medical Group · Healthcare & Wellness

---

iCare Medical Group wanted to give their patients something special. Not a giveaway, or a throw-away gift. A resource that reflected their commitment to preventive care and intentional living.

So they came to Magic Promotions with a vision: a custom Wellness & Healthspan Journal that patients would actually use throughout the year.

We partnered with the iCare team through every stage, from concept and branding to design, content, production, and final delivery. Every decision was made with one goal in mind: create something patients would value long after leaving the clinic.

The completed journal became more than a branded item. It became a daily extension of the care iCare provides. Patients received a practical wellness companion. iCare gained a unique asset that deepened patient relationships and reinforced their mission every single day.

*The most effective branded gifts are not promotional at all. They are useful, meaningful, and aligned with the mission of the organization behind them.*

---

Ready to create something your clients will actually use?

**Let's make the magic happen**