

Moving Day Made A Little Easier

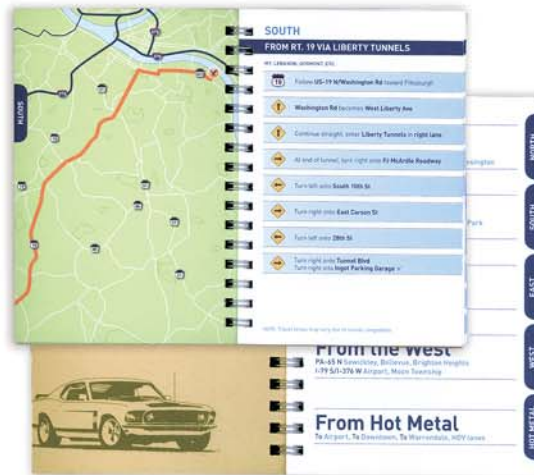
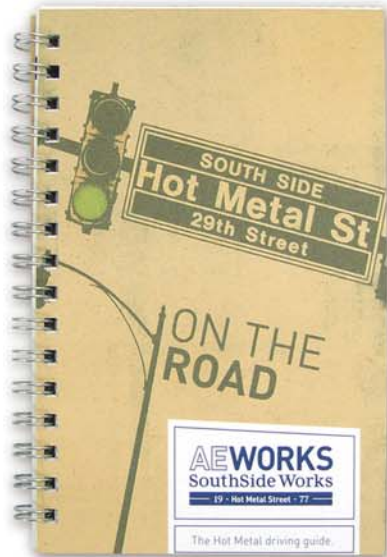
A hallmark of the corporate culture for retailer American Eagle is a focus on creating and maintaining a positive environment for its team of associates. As AE prepared to move to its new home office on Pittsburgh's South Side, the company wanted to make the transition for employees as easy as possible.

AE teamed up with Brady to develop a welcome kit to get the team acclimated to their new home.

The kit, contained within a custom screen-printed aluminum box, included a map of the new neighborhood featuring restaurants (complete with employee-written reviews), nightlife destinations and shopping highlights. Also in the kit were a communication standards handbook; movie and dinner

coupons supplied by AE's neighboring businesses; and lastly, a custom calendar noting both AE and Pittsburgh events.

Brady handled all of the design and sourcing of the products and ensured the kit—along with a branded travel mug and welcome card—were waiting on employees' desks on their first day in their new space.



Are We There Yet?

Prior to the move, employees received spiral-bound books of custom maps with directions to AE's new home office from points throughout Pittsburgh.

Something for Everyone

Inside a branded aluminum box, employees found area maps, restaurant reviews, coupons from AE's neighboring businesses, a custom calendar and more.



Shiny and New

American Eagle's new office needed a welcome kit that glistened as brightly as the building's exterior.

