

Case Study General Mills



Boundless Network worked with several of our suppliers to come up with a perfect product solution, saving General Mills time and set-up costs.

ABOUT GENERAL MILLS

General Mills is the world's sixth largest food company and maintains a portfolio of more than 100 of the most loved and respected food brands. The company markets in more than 100 countries and manages global brands such as Green Giant vegetables, Old El Paso Mexican food and Häagen-Dazs ice cream. General Mills' U.S. portfolio includes Yoplait yogurt, Cheerios, Wheaties and other Big G cereals.



GENERAL MILLS

Fortune 500 company
Food Industry
30,000 Employees
\$13.5B revenue

PROMOTIONAL GOAL

General Mills reached out to Boundless Network to help the company commemorate two of its most recent business deals: the sale of Pop Secret to another company and the acquisition of Larabar, a popular, all-natural energy bar. General Mills was looking for two gifts to reward its internal team for their hard work and efforts on these business deals. General Mills wanted to ensure that the employee gifts would be thoughtful and symbolically mark these milestone deals.

SOLUTION

Boundless Network worked with several of our suppliers to help General Mills come up with the perfect solution for both needs. To commemorate the Pop Secret deal, Boundless Network found a supplier that had an existing mold on hand for a popcorn-shaped statue; the mold was used to create desk-size popcorn statues, which saved General Mills time and setup costs. To celebrate the Larabar acquisition, Boundless Network proposed a four-color processed replica of the Larabar embedded in acrylic.

PROGRAM RESULTS

The final products were exactly what General Mills was looking for – the gifts were thoughtful and unique, and they symbolized all of the hard work the General Mills team dedicated toward making these business deals a success.

ABOUT US

Boundless Network is professionalizing the promotional products industry by offering innovative products and services.

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