

Transforming Sustainable Vision to Capture Additional Market Value

Project Overview

Blue Dot, a corporate gifting company, engaged Bard MBA's NYC Lab team to help refine its sustainability vision and strategy. The project aimed to help Blue Dot gain clarity around their impact value proposition, and utilize their values to strengthen supplier standards, set themselves apart in the marketplace, and better communicate its impact to customers.

Methodology

- Designed and distributed a corporate gifting survey, collecting insights from 144 swag buyers and recipients
- Facilitated a visioning workshop with the Blue Dot executive team to align on core organizational values
- Conducted in-depth desktop research on competitor positioning, market trends, and supplier standards and certifications



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