



VISA Summer Olympics Cufflinks *Distributor: Staples Promotional Products*

Objective: To find an elegant and appropriate gift to give to some of its honored guests attending the Summer Olympics in China.

Working with their Distributor, VISA selected silver cufflinks with blue stones on the back of which Dion laser engraved the VISA and Olympic logos side-by-side (a popular way to customize) for an elegant yet discreet gift. Recipients could then wear the items out after the event without the company logo overpowering the fashionable pieces.