



Mortenson Construction

CELEBRATING BIG BUILDS VIRTUALLY

ABOUT

Mortenson Construction is an innovative builder headquartered in Minneapolis, Minnesota with ten other offices around the U.S. They work with more than 20 industries, including healthcare, hospitality, higher education, and sports and entertainment. With the tagline, “Let’s Redefine Possible” and a focus on making their clients’ projects “better than they imagined,” Mortenson offers a wide range of services including capital project planning, engineering, digital integration, energy services, and real estate development.

SITUATION

Mortenson’s culture of internal leadership and building big dreams is also one of celebrating success. To show appreciation to the more than 150 team members involved in the creation of Allegiant Stadium, the new home of the NFL’s Las Vegas Raiders, Mortenson wanted to throw a party. Typically, new build celebrations involve gathering at the site to tour and enjoy food and activities. With the pandemic, a virtual “tailgate” was the new plan to ensure the celebration was safe.

OBJECTIVES

- Reward and celebrate team members’ successful stadium build with branded gifts and “tailgating” food (sourcing from Las Vegas when possible)
- Support an engaging and safe virtual event
- Simplify the ordering and distribution process for personalized, branded items to 15 different locations
- Ensure all brands are accurately represented and the complete tailgate kit is delivered on time and on budget
- Provide team members with lasting, useful mementos from the project



SOLUTION

Partnering with Mortenson Executive Assistant Lisa Roberts, the Foxtrot Marketing Group team identified six items for the tailgate kit that would fit the budget and tight timeline: a personalized can insulator/tumbler option, a Raiders carabiner keychain, Raiders imprinted candies, locally sourced popcorn, and locally sourced jerky all packed inside of a personalized and imprinted dry bag.

To streamline the process, Foxtrot created an online ordering portal that reflected the look and feel of Mortenson's website and made it easy for team members to select their drinkware option, the name they wanted on their drinkware and bag, and their shipping location. Once team members entered their orders, Foxtrot took care of the rest, ensuring the kits were assembled and shipped to all locations in time for the virtual celebration.

RESULTS OF BOTH PROGRAMS



Simplified the ordering and fulfillment process, saving time and effort



Enabled team members to select preferred drinkware style and personalize items all while maintaining Mortenson brand standards



Provided a fun, safe way to celebrate and reward team members' work effort while promoting the Mortenson brand



Provides a blueprint for future celebration gifts (virtually or in person)

“ I’VE ONLY HEARD GREAT FEEDBACK ON THE GIFT PACKS SO FAR! I THINK TOGETHER WE DID A REALLY NICE JOB. YOU WERE WONDERFUL TO WORK WITH, AND YOU MADE MY JOB SO MUCH EASIER, I CAN’T THANK YOU ENOUGH. WE WILL CERTAINLY REACH OUT FOR OUR FUTURE NEEDS.”

Lisa Roberts, Executive Assistant, Mortenson Construction



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