

CHARITABLE CHOICE FOR TREE

A CASE STUDY

TREE Christmas Customer Engagement Programme

- TREE – Hong Kong’s favourite eco-chic furniture store – sought to provide their most valued customers with an interactive, meaningful and alternative Christmas gift that reflected their philosophy of ‘giving back from the heart’.
- TREE’s key objective was to create an additional interactive and socially responsible initiative to engage with their customers.
- The company partnered with Charitable Choice to allow their customers to choose from a wide range of causes that all benefit Hong Kong.

Charitable Choice support

- Provided unique charity redemption codes for each Christmas card.
- Provided regular reports to TREE to enable them to track the success of the campaign.
- Managed transaction of donated funds to the appointed charities.



“ Partnering with Charitable Choice for our Christmas campaign offered us the opportunity to gift our customers something with a purpose that also benefitted the local community as well. This campaign very much fits into our ethos of ‘giving back from the heart’ and we thank Charitable Choice for facilitating this opportunity. ”

Kate Babington
Managing Director

Call Charitable Choice now to discuss how we can support your company’s client engagement, employee loyalty or corporate social responsibility initiative and benefit Hong Kong at the same time.

Please call +852 3575 9888 or email cheryl@charitablechoice.org.hk