



Alyce Themed Gift Marketplaces

Enhance your next campaign using themed
gifts with the Power of Choice



TABLE OF CONTENTS

- **1 Introduction**
- **2 Alyce Cheese & Fruit**
- **3 Alyce Wine & Beer**
- **4 Alyce Game Night**
- **5 Alyce Coffee/Tea Break**
- **6 Alyce Tech & Gadgets
and Alyce Trending**
- **7 Alyce Book Club**
- **8 Alyce Wellness**
- **9 Alyce Cooking & Baking**
- **10 Outro**



Introduction

Have an exciting themed event coming up? Or do you need some inspiration for what type of event to host next?

Alyce now offers **themed marketplaces** so your gifting strategy can complement your next event experience! With themed marketplaces, marketers can deepen the experience and drive home a specific theme with gifting, while still giving recipients the power to choose a gift that they'll love.

Keep reading to learn more about what themes we offer, and how you can use them to enhance your next event.



Alyce Cheese & Fruit

A themed marketplace for events or campaigns focused on entertaining and offering cheese and fruit gifts.

This themed marketplace contains gifts like:



Italian Cheesemaking Kit



Mariner Cheese Board



Classic Pears, Apples, and Cheese Gift

Idea for this themed marketplace

Host an after-hours round table session and encourage folks to tune in from their kitchens to give it a homey vibe.

Send all event registrants a pre-event gift from this marketplace so you can all munch on some charcuterie and talk shop while in the comfort of your own homes.

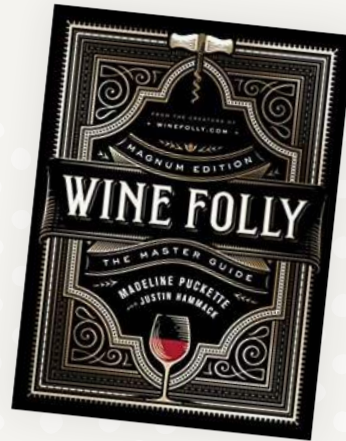


Alyce Wine & Beer

A themed marketplace for events or campaigns focused on entertaining or offering wine and beer gifts.

This themed marketplace contains gifts like:

Wine Folly:
The Master Guide



Choose Your State
Beer Cap Trap



Oval Oak
Wine Carafe

Idea for this themed marketplace

Host a wine or beer tasting event (we recommend checking out [Purple Cork](#)), and send a Save the Date invite via a gift to elicit excitement and event sign-ups.

Encourage people to browse the marketplace and pick an accessory that will improve their virtual event experience, like a wine decanter or new beer glasses. Bonus points if you use a [post-gift CTA](#) to redirect recipients to the event registration page once they accept their gift.



Alyce Game Night

A themed marketplace for events or campaigns focused on indoor and outdoor games everyone can enjoy.

This themed marketplace contains gifts like:

Trick Question Game



Kids Against Maturity:
Card Game



Rememory Game

Idea for this themed marketplace

Invite people at key accounts to a family game night hosted by your company.

You can use breakout rooms to feature different types of games and encourage people pre-event to redeem whatever game they'd like to play with their family at the event. You can also play the online versions of games during the event, and send a physical game post-event to keep the fun going in people's homes.



Alyce Coffee/Tea Break

A themed marketplace for events or campaigns focused on coffee and tea.

This themed marketplace contains gifts like:



Coffee Gift Basket

Temperature-Controlled Travel Mug



Blue Bottle Coffee Pour-Over Kit

Idea for this themed marketplace

Incentivize people to download a piece of cornerstone content and treat them with a gift for doing so.

Leveraging this marketplace, you can send a little something they can enjoy sipping on while reading your content.

Bonus points if you automate this workflow using **Alyce Activate!**



Alyce Tech & Gadgets and Alyce Trending

A themed marketplace for events or campaigns focused on work from home items, entertainment gadgets, computer accessories, tablets, and smart home products.

This themed marketplace contains gifts like:



Boltune Bluetooth
Wireless Earbuds



Roku Streaming
Stick



Webcam with Microphone
& Privacy Cover

Idea for this themed marketplace

We love using this marketplace to send pre-virtual event gifts to registrants.

It's a great chance to create a moment with attendees, and send them something that helps make their remote viewing or participation more enjoyable, such as a pair of headphones, or a gift card to buy lunch locally.

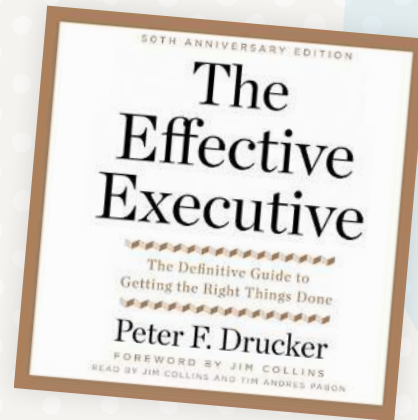


Alyce Book Club

A themed marketplace for events or campaigns focused on business books on a variety of topics from a variety of authors.

This themed marketplace contains gifts like:

The Effective Executive: The Definitive Guide to Getting the Right Things Done



The Making of a Manager: What to Do When Everyone Looks to You



The Power of Moments: Why Certain Experiences Have Extraordinary Impact

Idea for this themed marketplace

Start a book club with key community members, and have the host of that month's roundtable discussion pick the book from this marketplace and send it to participants.

The beauty with Alyce is everyone has the Power of Choice; if someone already has the book or has read it, they can choose any other book from the marketplace.

Bonus points if you **embed a video** into the gift landing page from that month's moderator, highlighting discussion points for the upcoming meeting.



Alyce Wellness

A themed marketplace for events or campaigns focused on meditation, relaxation and unwinding.

This themed marketplace contains gifts like:



Calm the Chaos Journal

Aromatherapy Kit



Pampering Gift Set

Idea for this themed marketplace

Think about your target audience and if there is a particularly stressful time of year for their functions.

If so, host a guided meditation event through **Host events** and send along a pre-event gift to get people in the relaxation mindset.



Alyce Cooking & Baking

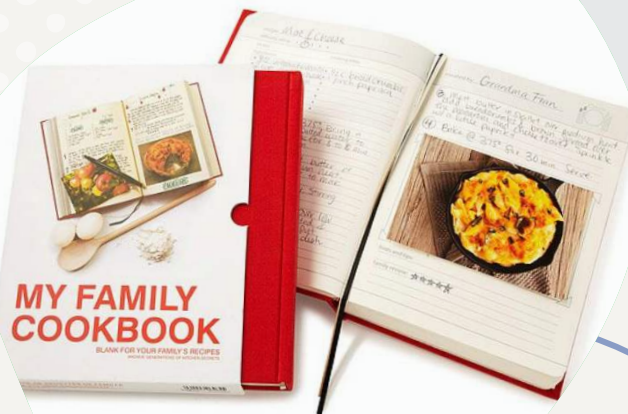
A themed marketplace for events or campaigns focused on cooking and baking.

This themed marketplace contains gifts like:

One Bowl Bread Maker



My Family Cookbook



French Tart Baking Kit

Idea for this themed marketplace

Host an experience with a celebrity chef through **Zinc Agency** where the group learns to make a signature dish.

Then follow up post-event with a thank you gift (might we suggest a recipe book!) and leverage a **post-gift CTA** to redirect recipients to a unique piece of collateral, like a recipe book your team has created filled with go-to menu items your company loves.



Want to add one of these marketplace themes to your campaign?

Ask your CSM to enable it for your team! From there, you can set a campaign to only allow products from a specific theme.

Once enabled by your CSM, here's how you can add a theme to your campaign:

1

In Campaign Settings click on Gift Invites, scroll down to Gift Vendors and click **"Change"** beside it

Campaign settings > Activate Campaign

LOGGED IN AS Andrew

Activate Campaign Settings & permissions

Products available for this campaign: 4,007

Settings & Permissions

Landing page message

General Gift Invites

Gift budget
Set the campaign's gift budget here. Is currently set to: **Gift range: \$5 - \$100, Gift card: \$100, Gift donation: \$150** [Change](#)

Gift types
Set which gift types are allowed to be viewed and selected inside of the marketplace as well as Alyce gift suggestions (IE Gift cards, Physical Gifts, Subscriptions, etc). Activate Campaign default is currently set to: **No restricted types** [Change](#)

Gift vendors
Set which gift vendors are allowed to be viewed and selected inside of the marketplace as well as Alyce gift suggestions (IE the brands who create or supply the gift). Activate Campaign default is currently set to: **No restricted vendors** [Change](#)

Default gift
Set the default gift that will be sent to all recipients initially. Changes made here will affect FUTURE GIFTS INVITES. Any gift invite that has already been sent will not be affected. Activate Campaign default gift is currently set to: **Spikeball Rookie Kit** [Change](#)

Required actions

2 Select “Allow specific gift vendors” and uncheck all vendors by clicking the checkmark beside “Name”

Gift vendors

Set which gift vendors are allowed to be viewed and selected inside of the marketplace as well as Alyce gift suggestions (IE the brands who create or supply the gift). Activate Campaign default is currently set to: **No restricted vendors**

Close

Allow all gift vendors Allow specific gift vendors

687 vendors selected (8,515 gifts available)

Search gift vendors

View all vendors (687)

 Tip: Any vendors that are locked on this campaign are locked because they've been set as such on the team settings.











<input checked="" type="checkbox"/>	NAME	MARKETPLACE	DESCRIPTION
<input checked="" type="checkbox"/>	 The Grommet	US	The Grommet is a product launch platform. This means
<input checked="" type="checkbox"/>	 Cloud 9 Living	US / CA	Cloud 9 Living is an Experience Gift company which

3 Type “Alyce” into the search bar. All themes should surface. Check the box next to the one you want and click “Save”. Your campaign will now only offer gifts selected for that theme.

We will continue to release new themes. If you're looking for a specific theme, let your CSM know. We'd love to hear from you which themes we should curate next.

1 vendors selected (8,515 gifts available)

 Tip: Any vendors that are locked on this campaign are locked because they've been set as such on the team settings.

<input type="checkbox"/>	NAME	MARKETPLACE	DESCRIPTION
<input type="checkbox"/>	 Alyce	US	Alyce App Products Merchant
<input type="checkbox"/>	 Alyce Branded Gifts	US / CA	We have curated an incredible collection of high
<input type="checkbox"/>	 Alyce Trending	US / CA	A curated marketplace of Alyce's top picks. In response
<input type="checkbox"/>	 Alyce Coffee/Tea Break	US / CA	A themed marketplace for events or campaigns focused
<input checked="" type="checkbox"/>	 Alyce Cheese & Fruit	US / CA	A themed marketplace for events or campaigns focused
<input type="checkbox"/>	 Alyce Wine & Beer	US / CA	A themed marketplace for events or campaigns focused
<input type="checkbox"/>	 Alyce Wellness	US / CA	A themed marketplace for events or campaigns focused
<input type="checkbox"/>	 Alyce Game Night	US / CA	A themed marketplace for events or campaigns focused
<input type="checkbox"/>	 Alyce Tech & Gadgets	US / CA	A themed marketplace for events or campaigns focused
<input type="checkbox"/>	 Alyce Book Club	US / CA	A themed marketplace for events or campaigns focused