

EMPOWERING BEACON'S MISSION

MYRON'S DEDICATED ACCOUNT MANAGEMENT HELPS BEACON DELIVER ON ITS MISSION.

CASE STUDY



THE NEED

To effectively serve individuals with disabilities and mental health needs across seven states, Beacon Specialized Living sought to strengthen its brand identity within the communities it operates. Attracting and retaining a highly skilled workforce is essential for consistently delivering high-quality services and helping its residents reach their full potential.

Beacon sought Myron's expertise in providing promotional products aligned with its brand identity. These products supported various corporate initiatives, including employee recognition, the opening of a new location, and the introduction of new products in its company store.



THE SOLUTION

Bert Cabral, Myron Account Manager, worked with Alex Furman, Beacon's Executive Director of Marketing and Communications, to identify products that would meet the needs of all Beacon's corporate initiatives while staying within budget and meeting a short delivery deadline.

To do this, Bert met with Alex to discuss products that satisfied all requirements by giving a tour of Myron's online store and showcasing new products from Myron's most recent catalog.

Bert provided physical samples of selected products to Alex to ensure his satisfaction with the quality of the products while also providing virtual proofs for decoration with single- and multi-color logo options. Everything was orchestrated perfectly so Alex could make a timely decision to meet the delivery date.



THE RESULT

Since 2018, Myron has exceeded Beacon's expectations, not only because of the products produced to be used in their corporate initiatives but also because of high-quality customer service.



Beacon selected a branded lunch tote for an Ohio-based employee event, that recognized employee's hard work. Other products Beacon chose for recruiting events and location-specific marketing were ornaments, travel tumblers, coasters, and journals, with other products being considered.



ABOUT THE COMPANY

Beacon Specialized Living, based in Michigan, offers residential home options that provide comprehensive and supportive services for individuals with severe mental illness, developmental disabilities, autism, chronic disease, and substance use disorders through coordinated care.



BEACON
Specialized Living



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