



## GROUPS CASE STUDY

### The US Military Serving Those Who Serve Us

#### YOUR GOAL

It's that most magical time of year and you want to show your appreciation to employees, customers, or other key stakeholders. Office parties are out, and everyone works from home now anyway. You want to reach everyone no matter where they live, anywhere in the world. You could send them a ham, a gift certificate, or...the gift of an experience they'll appreciate and remember forever.

#### KEY METRICS

The US Military presents unique challenges for the traditional holiday Santa Experience. In large numbers, personnel is separated from family and spread across the globe.



**39 M**  
active duty & retired  
military personnel



**30 COUNTRIES**  
50 states & four U.S.  
territories



**4 OUT OF 5**  
military families move  
during their career



*We're entertainers at heart, but our head is a technology company.*

**Sarah Blackman**  
Co-Founder|Chief Creative

#### CHALLENGES



AAFES Exchange serves over 39 million active & retired military personnel and their families worldwide. They are often away from their loved ones during the holidays separated by countries and time zones.

The global safety and security requirements to serve military families from across the globe is significant. The capacity requirements are huge. To serve a group this large, thousands of time slots are required served by hundreds of professional Clauses.

The modern US Military is multi-generational and reflects the diversity of the American people. English or Spanish may be spoken in the home. Grandparents very likely don't live in the same town as the grandchildren.

No one wants to download an app when they're trying to connect for a special family moment. It needs to be easy and secure to login and enjoy the experience.

#### SOLUTIONS



Zuhoo features the most diverse cast of Santa & Mrs. Claus performers in the world. They are available to serve families 24/7 around the world across multiple time zones bringing families together for a magical and memorable North Pole experience.

We can serve over 10,000 families per day with the world's largest community of online Clauses. To do that required some serious engineering but as our co-founder, Sarah Blackman says, "we're entertainers at heart but our head is a technology company."

We were told that serving children with special needs is important. Zuhoo has specially trained Clauses who take a little extra time and care to serve those who need it. We also recruited Clauses who are fluent in American Sign Language (ASL) to serve the hearing impaired. Nearly 70% of active-duty and 90% of veteran's identify as Christians. For those who want it, Zuhoo provides the option to select a Faith-based Claus who will reference the Christian origins of Christmas.

Because we built our own proprietary video platform it's magical, safe, secure, and easy. No apps to download. If you're on the Internet, you can be on Zuhoo.



**Easy to Use  
Across the  
Globe**



**Serving  
Underserved  
Markets**



**Able to  
Accommodate  
Large Groups**

**We are proud to serve those who serve us.**

**HOW CAN WE HELP YOUR GROUP?**