

Cook Children's Healthcare System

Overview

Cook Children's, a nationally recognized pediatric health system, wanted a modern merchandise platform that reflected its playful brand and relieved internal teams of heavy ordering workloads. AO Swag delivered a vibrant online store featuring Peeks the Dragon merchandise and system-branded apparel.

Challenges

Prior vendors allowed off-brand designs and limited product variety. One internal staff member had to manage nearly all merchandise requests, while bulky overseas ordering created excess inventory. There was no scalable way for employees, families, or departments to buy items.

AO Swag Solution

AO Swag created a retail-style storefront where users can browse, scroll, and order easily. The platform supports home or department shipping and allows departments to purchase using cost center numbers with automated approvals.

AO ensures every item meets brand standards, from Peek's artwork to typography, and collaborates closely with marketing and the retail team to keep the store fresh and relevant.



Objectives

The goal was to build a visually rich online store that employees loved using, maintain strict brand standards, simplify department ordering, reduce manual workload, and increase access to merchandise.

Results

In just four months, the store generated \$100,000 in sales, far exceeding previous annual averages. Merchandise purchases grew an estimated 25–35% as employees embraced the easier ordering experience and expanded product offerings.

Time savings were immediate, especially during the fiscal year-end rush when dozens of manual requests were replaced by automated ordering. The hospital now sees its branded merchandise worn widely across campus, creating a stronger sense of identity and pride.

“AO Swag has truly helped us move the needle in our brand. The store has transformed how our teams purchase merchandise, boosted employee pride, and made the entire process so much easier for everyone.”

— Cook Children's – Kimberly Johnson, Workshop Manager

\$100K

in sales in the first four months

Significant reduction in manual ordering workload

25-35%

increase in merchandise purchases

108-year-old institution modernized its entire swag system

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