

# The Power of Promotional Products

Maximize Their  
**Proven Effectiveness**  
for *Your* Business Needs

# *Do you remember...*

- How a **yellow wrist band** raised awareness and money for cancer research?
- That **t-shirt** you stood in line to get at the radio station?
- The **mug** you use, with the name of your favorite specialty shop where you buy your morning coffee?
- When one fast food restaurant sold out of kid's meals because of a **bean bag toy**?

*You remember them, and so do others!*

# *Promotional Products?*

*Useful or decorative items  
designed to promote a company,  
product, service, event, meeting,  
program, etc.*

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# *People Remember!*

The *recall* power of promotional products was measured in a survey conducted for PPAI\*—the nonprofit trade association for the promotional products industry.

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Promotional Products Association International

# *People Remember!*

**Business travelers** at Dallas-Fort Worth International Airport were interviewed.

More than **71 percent** of the business travelers indicated they had received at least one promotional product in the last 12 months.

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# *People Remember!*

**Three out of four** respondents (**76 percent**) were able to recall the name of the advertiser who gave them the promotional product.

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# *People Remember!*

This was **much better** than their ability to recall the name of an advertiser from a print publication they had read in the past week (**53.5 percent**).

**Proven Results!**

*Don't you want to tap into that powerful recall?*

# Promotional Products: Key To Integrated Marketing

- A 2006 study of 18-34 year olds measured the effectiveness of promotional products compared to TV and print.
- Participants were exposed to advertising via a television commercial, print ad and promotional product to measure consumers' preferred medium for gathering information about a product or brand.



# Maximum Impact With Products

- Adding a promotional product to the media mix generated **favorable attitudes toward the ad in all cases** (up to 44%).
- The use of a promotional product alone achieved maximum impact, up to **69% toward increasing brand interest** and **84% in creating a good impression of the brand**.

# Examine this advertising medium

- Terminology
  - Size/scope of the industry
  - Applications
  - Effectiveness
  - Advantages
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# Terminology:

*Promotional Products* also include:

- ✓ Premiums
- ✓ Incentives
- ✓ Business/Corporate gifts
- ✓ Awards
- ✓ Prizes
- ✓ Commemoratives

# Size of the industry:



Source: Promotional Products Association International

Examine the medium

# Applications:

Research shows that the planned and targeted use of promotional products can:

- ✓ Increase repeat business
- ✓ Boost trade show traffic
- ✓ Encourage customer referrals
- ✓ Build employee retention
- ✓ Develop brand recognition
- ✓ Increase customer loyalty and goodwill

# Effectiveness:

The **value** of promotional products is in their ability to carry a message to a well-defined target audience.

Because the products are useful to and appreciated by the recipients, they are retained and used, repeating the imprinted message many times...without added cost to the advertiser.

# Advantages:

- Flexible
- Tangible and long-lasting
- Impact is easily measured
- Higher perceived value
- Complements targeted marketing and other advertising media in a campaign

Promotional products provide practical and proven solutions to your business challenges

Examine the medium

# Come To Your Senses!

- Promotional products are the only media that engage all five senses:
  - Sight
  - Sound
  - Smell
  - Touch
  - Taste
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# *Promotional products!*

Four Steps  
to **Maximize**  
Their Effectiveness  
for Your Business Needs

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# STEP 1:

## Identify your goals/objectives

- *What kind of response am I looking for?*
- *What do I want to accomplish?*
- *What are all my product options?*
- *How much do I have to spend on the products?*
- *At what point will the response justify the budget?*

## STEP 2:

Enlist the expertise of  
a qualified promotional  
consultant

# *Why use a Promotional Consultant?*

- Beyond just selling products
- Vast product resources
- Latest trends, technologies and processes
- Experienced advice
- Saves you money
- Experts in the industry

# STEP 3:

Working with your  
Consultant, plan your  
overall promotional  
campaign

# Plan your campaign

An overall campaign should include and incorporate at least some the following considerations:

- Program/campaign theme
- Target audience
- Intended response
- Workable budget
- Realistic timeline
- Method of distribution

It will be important to choose/use a product that is consistent with these elements in order to achieve the best results.

# Plan your campaign

## ☑ Establish a workable budget

- *How many different items will be needed?*
- *How many of each item will be needed?*
- *Who will be getting the item?*
- *How many people will be getting the items?*
- *Are there additional/extra costs? (set up, extra colors, shipping, taxes, rush orders, etc.)*

**Note:** As with any important purchase, don't choose on price alone!

# Plan your campaign

## ☑ Develop a realistic timeline

- *Consultation*
- *Internal decision-making*
- *Development of artwork*
- *Production schedule, including artwork design and set up*
- *Proof approval*
- *All required shipping*



# Plan your campaign

- ☑ Determine an effective method for the distribution of your products

How you will get the products to your audience can help decide the kind of products you use, the material used to make the product...and could affect the price of the product.

# STEP 4:

## Evaluate your campaign results

- *Did you meet your goals?*
- *What worked? What didn't work?*
- *Did you accomplish anything you had not expected or planned on?*
- *How can you improve the next campaign?*
- *What would you do differently next time?*

## Additional Resource:

[www.promoideas.org](http://www.promoideas.org)

- Keys to a successful promotional campaigns
- Research and industry stats
- Proven, popular applications for promotional products
- Award-winning case studies
- Search engine to locate a promotional consultant in your area

**Proven Results!**