

Get ***MORE*** for **YOUR** **Advertising Dollar!**

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Get *MORE* for YOUR Advertising Dollar!



Where are we headed today?

- Noted Institutional and University independent studies of Advertising mediums
- What makes promotional marketing different
- What YOU can do to capitalize on its benefits!





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- Based on article from Marketing Sherpa.com; research analyst Hope Hopkins
- Also, from Data gathered from four extensive, independent studies:





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- LSU and Glenrich Business Study, 2005
- Georgia Southern University, 2003
- L.J. Market Research, DFW Airport, 2004
- Baylor University, 1993





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- Promo products are everywhere! Where?
- Typically given with **NO** obligation
- When put to use, causing “impressions”
- Mugs, caps, etc. keep on “messaging”...for years!





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- *Recall rate data:*

Banner ads 27%

Print & TV ads 53%

PROMO PRODUCTS

71% !!!

= cost effectiveness!



DFW



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- Whatever the objective, promo products work **HARDER** for you:

- ***GOAL - Repeat exposure & impressions:***

73% who used product said used **ONCE/week**

45.2% said used it at least once/**DAY!**

DFW

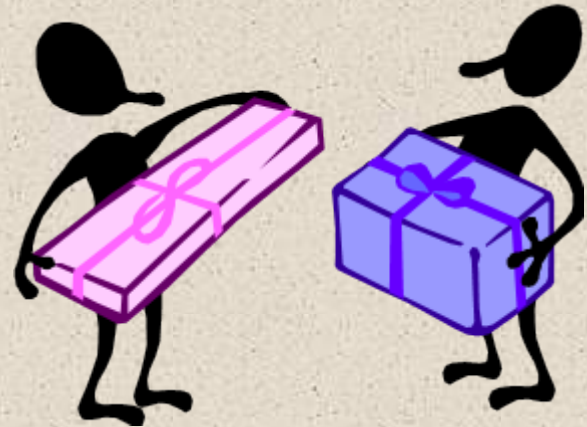




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- ***GOAL – Increasing company image & goodwill:***

76.3% had favorable attitude toward advertiser;
52.1% reported a **MORE** favorable impression of advertiser since receiving item!



GSU



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- ***Goal – Generating New Business:***
52% of participants did business with the advertiser after receiving promo product!
- Almost half of those who hadn't done business with advertiser said more likely to patronize in future DFW





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- ***GOAL – Increasing Referral Business***
- Offer of promo product incentive and/or eligibility in sweepstakes drew 500% more referrals than appeal letter alone



LSU



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- ***GOAL – Increasing Referral Business***
 - Those receiving promo product were 15% more likely to provide leads than those who do not
 - Salespeople using p.p. received 22% more referrals than those who didn't give out free gifts
- BU**





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- ***Goal – Recall at Tradeshows***
- A full 71% of the show attendees remembered the name of company that gave them a promo product!

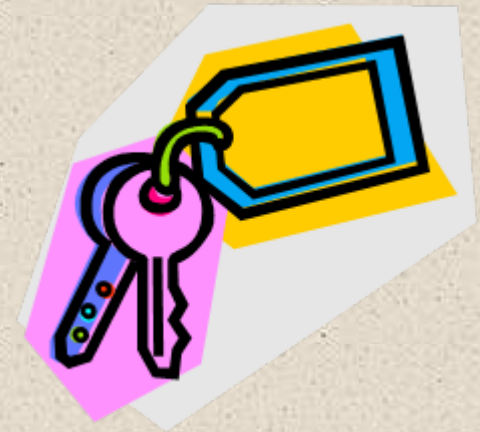


GSU



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- ***Goal – Greater Reach***
- 72% of business travelers surveyed at DFW airport reported receiving a promo product in last 12 months
- 55% kept their promo product gifts for ***MORE THAN ONE YEAR!***
- 34% had the item ***ON THEIR PERSON! What more coveted location?!!***



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- ***WHAT OTHER BENEFITS?***
- # impressions/shelf life
- Targeted
- Measurable
- FUN to receive!
- Endorsement factor
- Appreciated
- Utilitarian value
- ***What others?***





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What to do next?

1. Define your objective
2. Determine a distribution plan
3. Create a central theme
4. Develop “message” to support it
5. Select a promo product that fits with your theme & message (avoid fads, trends, “cheap”)
6. Work with a qualified Promotional Consultant! MAS, CAS



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THANK YOU FOR COMING!

QUESTIONS? COMMENTS?

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