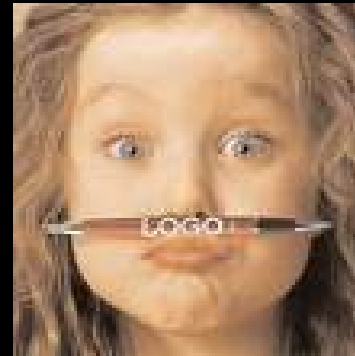


Leave Lasting Impressions

The Indelible Power of Promotional Products



Paul Kiewiet, MAS

**Vice President, Incentive Marketing, a Corprologware LLC Affiliate
Chairman-Elect, Promotional Products Association International**

What is PPAI?

- **PPAI is the promotional products industry's international trade association offering education, technology, tradeshow and legislative support to its more than 7,000 global members comprised of those who make and sell promotional products.**
 - **Suppliers/Manufacturers:**
manufacture, import, decorate products
 - **Promotional Consultants (Distributors):**
consult with clients (marketers) to research, develop and deliver effective programs to achieve maximum results

Session Goals

1. Define promotional products
2. Demonstrate **the advantages of promotional products** over other advertising media
3. Show how promotional products **leave longer-lasting impression** with your audience (reach, recall, cost)
4. Learn how to **choose and use a promotional consultant** to develop winning campaigns
5. Q&A

What is a Promotional Product?

- **Items used to promote a product, service or company program including:**
 - **advertising specialties**
 - **premiums**
 - **incentives**
 - **business gifts**
 - **awards**
 - **prizes**
 - **commemoratives**
 - **other imprinted or decorated items**

Advantages of Promotional Products

- **Audience Focused**
- **Sensory**
- **Tangible and long-lasting**
- **Impact easily measured**
- **Easily distributed (viral)**
- **Higher perceived value**
- **Complements targeted marketing**
- **Complements other advertising media**

Why Promotional Products?

- 'Traditional' media frequently misses the mark when it comes to reaching specific demographics.



Television



Billboard



Newspaper

Why Promotional Products?

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



Pill Case



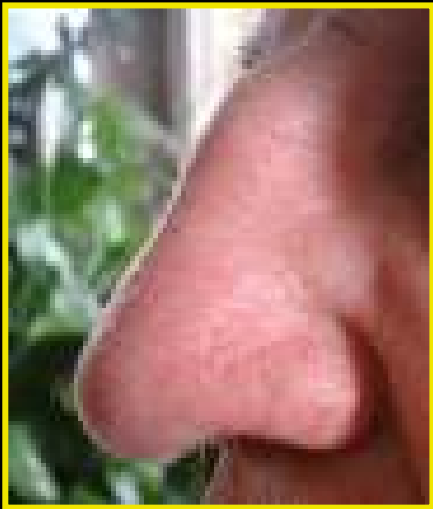
Memory Stick



Plush Animal

Why Promotional Products?

- Promotional products are a sensory medium. Unlike other media, **they can focus on one or more of our five senses.**



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The Sixth Sense: Pride of Ownership



Top Product Categories

- 1. Wearables**
- 2. Writing Instruments**
- 3. Calendars**
- 4. Drinkware**
- 5. Desk, Office and Business Accessories**
- 6. Bags**
- 7. Recognition**
- 8. Clocks/Watches**
- 9. Automotive**
- 10. Computer Products**

Top Industry Buyers

- 1. Education: Schools and Seminars**
- 2. Financial: Banks, S&L, Brokers**
- 3. Healthcare: Hospitals, Homes, Clinics**
- 4. Not for Profit**
- 5. Construction**
- 6. Government**
- 7. Trade and Professional Associations**
- 8. Real Estate: Title, Appraisal, Agents**
- 9. Automotive: Dealers, Parts, Manufacturers**
- 10. Professional: Doctors, Lawyers, CPA's etc**

Top Program Categories

- 1. Business Gifts**
- 2. Trade Shows**
- 3. Brand Awareness**
- 4. Employee Relations**
- 5. Public Relations**
- 6. Dealer/Distributor Programs**
- 7. New Customer/Account Generation**
- 8. New Product Introductions**
- 9. Internal Promotions**
- 10. Safety Programs**



Promotional Products:
Impact, Exposure And Influence
A Survey of Business Travelers
at DFW Airport



- **Reach**

- **71% of business travelers randomly surveyed at DFW Airport reported receiving a promotional product in the last 12 months**
- **33.7% of this group had the item on their person – a coveted location for advertising**



- **Recall**

- **76% of respondents could recall that advertiser's name on the product that they had received in the past 12 months**
- **In comparison, only 53% could recall the name of a single advertiser from a magazine or newspaper read in the past week!**



- **Recall**

- **52% of respondents did business with the advertiser after receiving the product**
- **Of those that have not done business, almost half said they were more likely to do business with them**
- **52% said their impression of the company was more favorable since receiving the item**



- **Recall**

- **73% said they used it weekly**
- **45% said they used it daily**
- **55% said they keep their promotional product(s) more than a year**
 - **75% said it was useful**
 - **20% said it was attractive**
- **25% said they passed it along to another**



- **Conclusions**

- **Promotional products furnish advertisers with advantages not available in other media:**
 - **High recall where the name of the advertiser is remembered**
 - **Repeated exposure to the advertising message because of length of time the item is kept**
 - **A favorable impression of the advertiser, resulting in a propensity to do business with the organization giving them the item**



Using Promotional Products In Pre-Show Marketing To Increase Booth Traffic

2004 Georgia Southern University Study



Research Study Background

- **Georgia Southern University 2004**
- **Pre-reg list of attendees for a 379 booth tradeshow**
- **Sample of 797 pre-registered attendees drawn from list of 2,000**



Research Study Background

- Sampling was divided into **three groups**.
 - **Group A:** Postcard **invitation** to visit the exhibitors booth
 - **Group B:** Received an **inexpensive promotional magnet** imprinted with the exhibitors logo and an invite
 - **Group C:** Received an postcard **offering a t-shirt** for redeeming postcard at the exhibitor's booth



Research Study Background

- **Control group was on-site registrants**
- **After the event, each exhibitor provided their attendee list**
- **Attendee lists were compared to determine which incentive type generated more traffic (and potentially greater number of sales leads)**

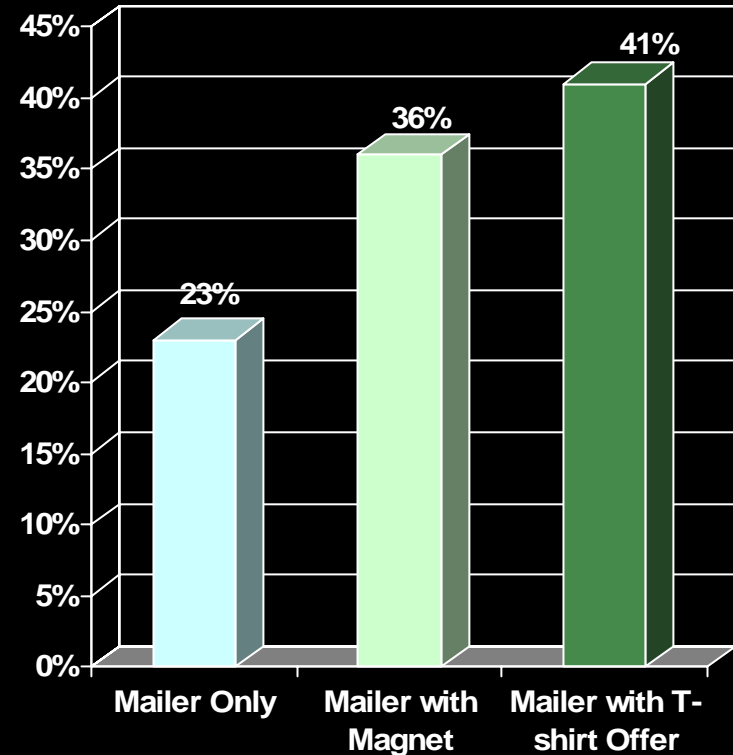


Study Results

Pre-show mailings with promotional products proved more effective than mailings without.

Of those that visited the booth who received the mailing and visited:

- **23% received invitation only**
- **36% received postcard & magnet**
- **41% received t-shirt offer**





Study Results

- **78% more people responded with the t-shirt offer than the postcard alone**
- **57% more people responded to the magnet than the postcard alone**
- **Including a promotional product (or an offer) with a pre-show mailing increases the likelihood of the attendee stopping by the booth to see the exhibitor's product**
- **As a general rule, promotional products of greater value generate more sales leads than products of lower value**



Study Results

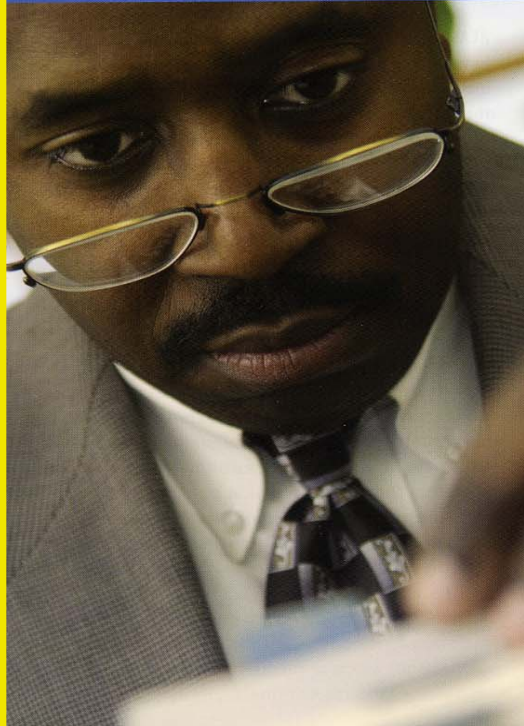
- **Using promotional products in conjunction with pre-show mailings make effective tools to inform, remind and persuade attendees to at least stop by a booth, which increases traffic to these booths**
- **Greater traffic to a booth generates greater potential for more sales leads**

Certified Promotional Consultant

“ There are multitudes of internet sites, and I have so many catalogs that let me order direct. Do I really need to go through a promotional consultant? ”



Why Do I Need A Promotional Consultant?



A professional and experienced promotional consultant will help answer your questions—even those you might not think of or didn't know you needed to ask. He or she will be able to help you design a program to get results and save you time and money in the process.

Take a look at 10 good reasons why you should consider using a professional promotional consultant.

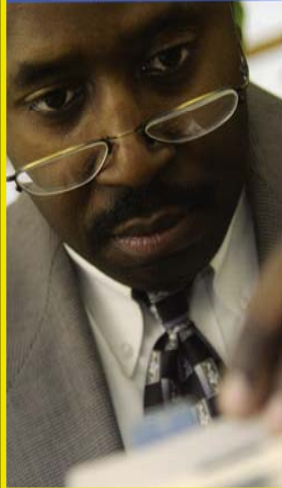
***Ten Reasons
To Use A
Qualified
Promotional
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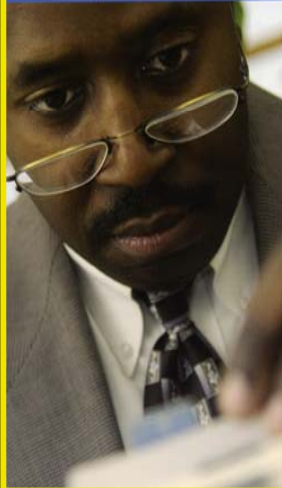
- 1. Promotional consultants go beyond just selling products**
- 2. Promotional consultants have access to vast product research resources**
- 3. Promotional consultants are in tune with the latest trends, including hot items and the newest products**
- 4. Your promotional consultant is more than just a salesperson**

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5. **Personalized service is the role of a promotional consultant**
6. **Industry promotional consultants can offer experienced advice on how to imprint items**
7. **Trained promotional consultants can save you money in the long run**

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8. Promotional consultants will work with you to get your artwork imprinted properly

9. Professional promotional consultants can assist you in developing a workable distribution plan for your products

10. Promotional consultants are the experts in the field

Q&A Topics

- **What should I (as a client) expect my promotional consultant's role to be?**
- **I do all my own research online. Why do I even need a promotional consultant?**
- **What should I look for in a promotional products agency?**
- **What do you (as a promotional consultant) want from me (as a client)?**