



## **FOR IMMEDIATE RELEASE**

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## **PPAI LAUNCHES NEW BUYER WEBSITE**

**Content at [www.promoideas.org](http://www.promoideas.org) Designed to Educate Buyers of Promotional Products**

**Irving, Texas, (November 6, 2006)** As part of its ongoing effort to educate buyers on the power of promotional products, the Promotional Products Association International (PPAI) has launched a new website: [www.promoideas.org](http://www.promoideas.org).

Designed for professionals who have responsibility for marketing, tradeshows, human resources and special events for their organizations, this site addresses the fact that successful promotional campaigns don't happen by chance. To realize goals, promotional programs must be carefully planned, taking into consideration the audience, budget and the results to be gained. The new site, [www.promoideas.org](http://www.promoideas.org), includes a broad array of information beneficial to those who approve, specify or purchase promotional products, including industry facts, case studies, education and a seasonal calendar. Additionally, the site offers research addressing the power of promotional products to drive tradeshow traffic, improve response rates on direct mail campaigns, increase referrals, improve return business and improve employee morale.

The site references the slogan recently adopted for all PPAI buyer initiatives, "Come To Your Senses: Experience The Power Of Promotional Products." This slogan addresses the unique power of promotional products to engage the recipient through all five senses.

"Nothing engages audiences like promotional products that can be seen, touched, heard, tasted and smelled," said Paul Kiewiet, MAS, PPAI chair-elect and vice president of Incentive Marketing, a Corplogoware affiliate. "The right promotional product is the hook that embeds the memory and maintains the experience."

Promotional products are easily affordable—yet their impression is long lasting and readily measurable. According to a study of business travelers at DFW Airport, conducted by L.J. Market Research, 76.1 percent of respondents could recall the advertiser's name on a promotional product they had received in the past 12 months. In addition, 75.4 percent of respondents said they kept their promotional product because it was useful.

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The site addresses the benefits of working with a qualified promotional consultant who is in tune with the latest trends, including hot items and the newest products. A promotional consultant can add creativity, innovation and imagination that are so critical to a memorable campaign. The site also includes a search tool that enables buyers to locate a qualified promotional consultant in their area by simply entering a zip code. Users will be able to view lists of all PPAI-member promotional consultants in their area (from a five to a 100 mile geographic radius). A cross reference search tool will allow users to determine if those consultants have earned the MAS (Master Advertising Specialist) or CAS (Certified Advertising Specialist) designation which identifies them as highly trained and experienced industry practitioners. The MAS/CAS designation is the industry's only official certification.

“A qualified promotional consultant can help you move your promotional campaign to the next level by providing you with alternatives and the vast number of choices which will extend the experience,” said Margie Price, MAS, member of the PPAI board of directors, chair of the PPAI End Buyer Initiatives Task Force and president of Premiums Plus. “The *value* of a promotional product is determined by the recipient – and a promotional consultant is uniquely qualified to help you select, package and deliver a promotional campaign that will successfully move your audience to take the desired action.”

Additionally, the site provides a tool that will enable buyers or other interested groups to request a trained speaker to make a presentation on the power of promotional products at a function or event. All speakers have been trained by PPAI through the ADvocate program.

For more information about Promotional Products Association International (PPAI) or to learn more about the proven power of promotional products (including research and case studies), visit the PPAI website at [www.promoideas.org](http://www.promoideas.org) or contact PPAI at 972-258-3041 or [PR@ppa.org](mailto:PR@ppa.org).

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PPAI—the promotional products industry's only international not-for-profit trade association—offers education, tradeshow, business products and services, mentoring, technology and legislative support to its more than 7,500 global members. Promotional products are an \$18 billion industry and include wearables, writing instruments, calendars, drinkware and many other items, usually imprinted with a company's name, logo or message. PPAI created and maintains the UPIC (Universal Promotional Identification Code), the industry's only free identification system and universal company database.