

WHY USE PROMOTIONAL PRODUCTS



what are promotional products?

They are different from any other form of advertising as they are tangible. Any item or product that can be decorated with a company's name, logo or message is a promotional product! Most promotional products are useful items or decorative articles of merchandise that can be used alone or form part of an integrated marketing campaign.

Promotional products can fit into any advertising budget, compliment other media and be directed to selected audiences – you choose who receives them! Promotional products remain with the receiver and each time the product is used or worn the advertising message is seen, without extra cost per exposure.

People love to receive promotional products - with no other form of advertising do you receive a thank you!



statistics

statistics: Annual Sales of Promotional Products in Australia are \$1.56 Billion (35% increase in the last 3 years).

reach: 71% of business travellers surveyed reported having received a promotional product in the last 12 months.

33% of this group had the item on them.

55% kept their promotional product for more than 1 year.

75% kept their promotional product because it was useful.

recall: 76% recalled the name of the brand on the product.

Compare that with 53% who could only recall the name of a single advertiser from reading a newspaper or magazine in the last week!!!

(provided by APPA – Australasian Promotional Products Association - www.appa.com.au)



how do you select the right promotional product?

To achieve success in any promotion, planning is essential. Define the purpose or objective/s of the campaign or event eg. thank you for your order, gift with purchase, increase traffic to trade show booth, golf day gift – refer A-Z ways to use promotional products on next page. Consider the target market or audience taking into account the budget and numbers required.

It is also important to select items that reflect your business and your image, reinforces your brand, appeals to your audience or target market, ties into the theme of the promotion and has a high perceived value. Plus it should be useful and memorable to the receivers.

