

Advertising that's welcome and delivers results

5 WAYS PROMOTIONAL PRODUCTS DELIVER AND HOW TO CHOOSE THEM

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5 Ways Promotional Products Deliver



Advertising specialties, branded merchandise or promotional products. Whatever you call them, branded products are a marketing tactic that delivers results. To realize the maximum benefit from your programs, you need to choose the right product for your brand and customers.

A story from the New York Times Blog (excerpt to the right) demonstrates how branded merchandise can give you the kind of repeat impressions and longevity that other marketing and advertising channels cannot deliver!

Here are 5 (possibly surprising) statistics from research done by the Advertising Specialty Institute and Promotional Products Association International.

To realize the maximum benefit from your branded merchandise programs, they should be integrated with your other marketing programs. So, whether you're using print, social media, email or a combination of channels; branded merchandise can help take your marketing results to the next level.

The New York Times ON THE WEB

From "The Surprising Power of Promotional Products"
MP Mueller, July 18, 2011

When my grandparents moved into a retirement center, I helped with the garage sale. My cousin Claire and I were joking about how best to display the odds and ends from their 60 years together when I stumbled upon a gift from the gods of high kitsch. It was a letter opener, but this was not your typical letter opener.

In the clear acrylic handle floated a mini uterus with two pills strategically placed where ovaries normally reside, alongside the drug's name, Hormonin. This promotional product was a gift from a drug company representative to my granddad, a doctor in Laredo, Tex. I tried to imagine how this token must have been received by the taciturn Dr. Puig. "Thanks Hal, I'll put this next to my collection of kidney stones." Or, "Do you have that on a T-shirt in an extra large?" Highly doubtful. He probably focused on its utility and kept it right there on his desktop. Which is probably what the drug company's marketing department was counting on.

<http://boss.blogs.nytimes.com/2011/07/18/the-surprising-power-of-promotional-products/>

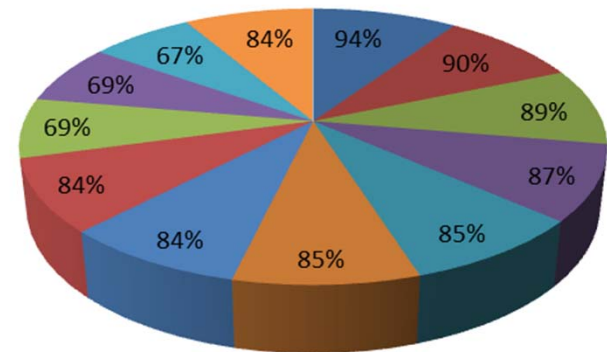
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1 Brand Recall

People remember the brands on promotional products.

On average, 84% of survey responders recall brands from which they had received promotional products. For recall, “wearables” (excluding caps and shirts) ranks highest at 94% recall, while business accessories enjoy a 67% recall.



- Other wearables
- Caps
- Recognition/Awards
- Glassware/Ceramics
- Calendars
- Desk/Business Accessories
- Bags
- Shirts
- Writing Instruments
- Other
- Recognition/Jewelry
- Average

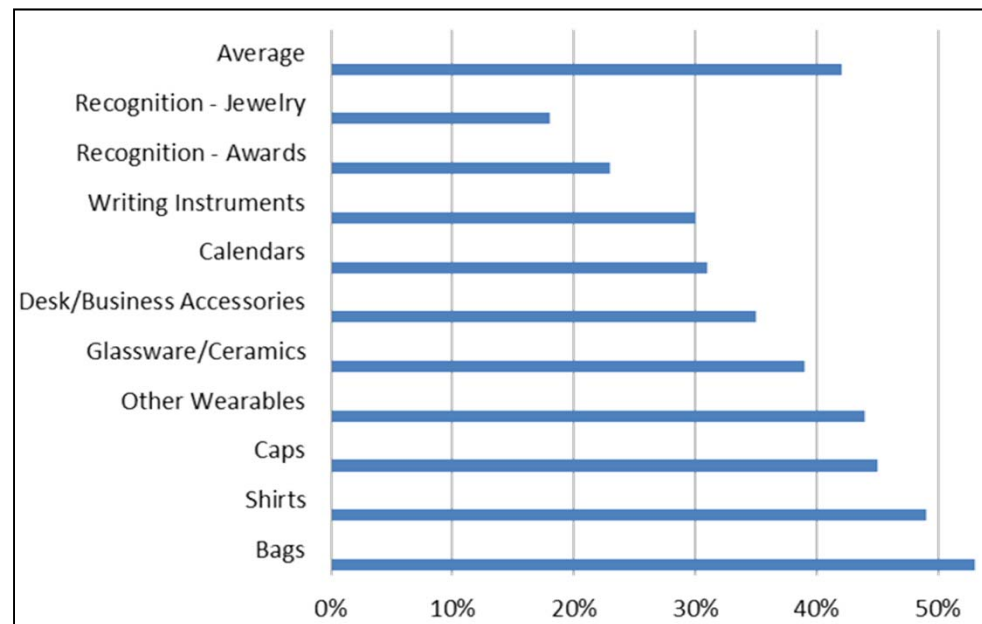
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2 More Favorable Brand Image

42% of survey responders had a more favorable impression of a brand after receiving a promotional product. Clothing and reusable bags drove the highest frequency of improved brand image.

More intrusive, disruptive advertising such as radio and pop-up ads can have a more negative net impact on your brand image!



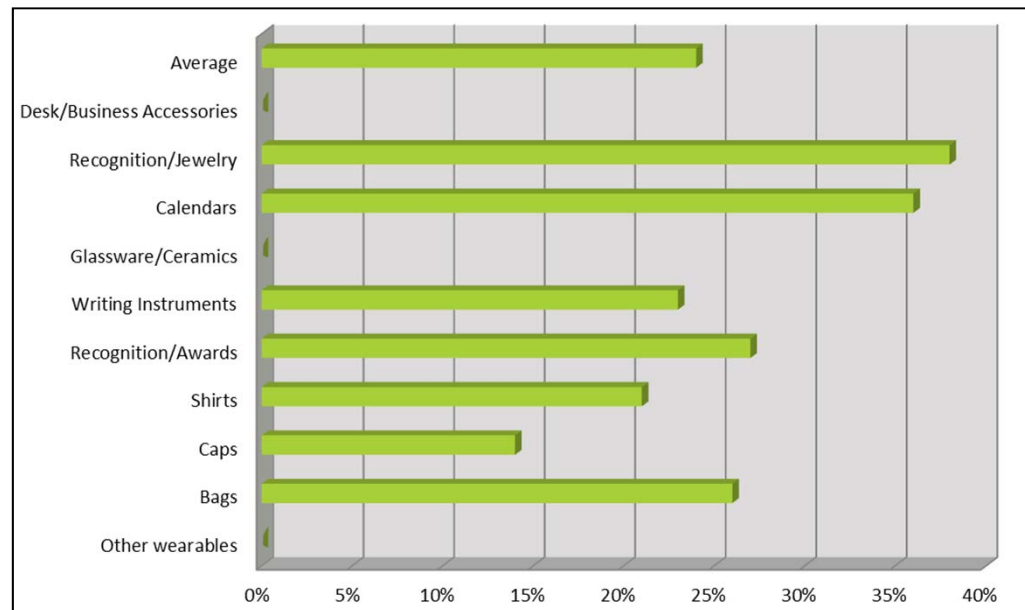
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3 Increased Sales Likelihood

Nearly 25% of responders reported that they would be more likely to do business with the advertiser on items they receive. Only 2% overall said they would be less likely.

That's a significant boost to your chances of making a sale!



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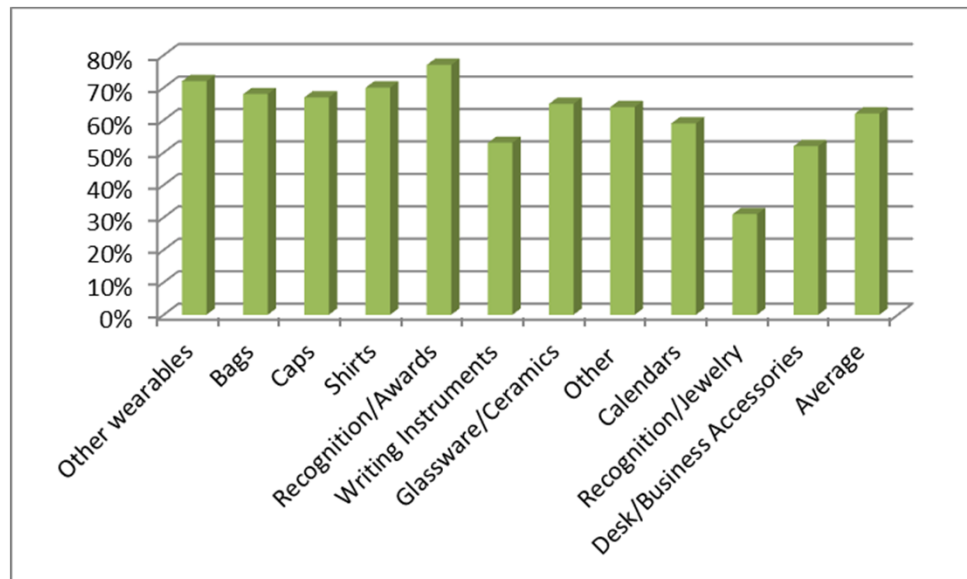
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4

Boost Marketing Performance

Including a promotional product in your direct marketing campaigns can improve response *and* sales.

62% of responders have done business with the advertiser after receiving a promotional product.



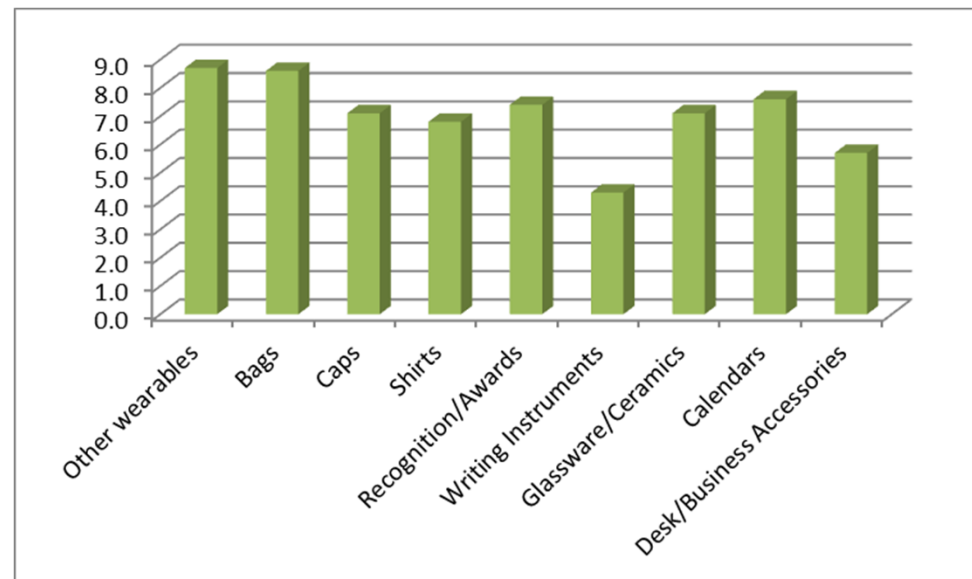
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5 They are kept and used

Look around your home or office and you'll find promotional items. Pens are the most commonly recalled promotional item (54% of those surveyed). On average, promotional items are kept for 6.9 months. **No other marketing medium can match that!**

Don't underestimate the impact of the implied endorsement when people are seen using your branded product.



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Considerations for Choosing Products

How do you choose the right promotional product?

- Choose items that your customers or prospects will use when they make decisions about your products or services.
- Make sure the product supports your marketing message and helps differentiate your company.
- Personalize it. While we all like to see our logo, today's technology can let you put your prospect or customer's favorite thing – their own name – on your promotional products.
- Skip the disposable items. While everyone may appreciate a bottle of water at an event – it will get consumed and tossed.

A Recognized Regional Leader

Kaye-Smith

Kaye-Smith is the Pacific Northwest leader in the execution and management of business-critical and marketing communications. From electronic and paper statement processing to targeted marketing programs and branded merchandise, it is crucial that you deliver on your brand promise at every point of contact.

ISO certified and SSAE No. 16 – SOC 2 audited, we help you produce and deliver your business communications securely, control costs and ensure compliance.

Facilities in Seattle and Portland provide built-in disaster recovery and business continuity.

For more information contact your Kaye-Smith Representative or Dick Ehrig at (800) 822-9987 or dick.ehrig@kayesmith.com.
Visit our website at www.KayeSmith.com.

Survey results cited in this presentation were sourced from the Advertising Specialties Institute research.

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