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THIS MONTH HOSTED BY:

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**June 2017 Case Study:
“Promotional Products and ROI”**

Description: Custom Wave Cap (1)

Industry: Auto dealer

What it was purchased for: Client was looking for a signature cap for their dealership that would set them apart and be a cap that would be unique, high-quality, and be a cap that the recipient would wear because it has a great appearance. Wanted cap for early Fall Distribution so needed a cap that is 100% Brushed cotton.

How it was distributed: Cap will be given to all employees and customers that come in for a new or used car or for service on their existing car.

Result or ROI: Dealership has done caps in the past, and with this built-in distribution network, a unique and quality cap has become the expectation. It is a signature branded piece for which the distribution network has high-expectations.

Description: Plush Big Paw Bear With Shirt (2)

Industry: Bank

What it was purchased for: A bank chain needed a product for tellers to hand out to new account members.

How it was distributed: These teddy-bears were given to new accounts specifically targeting college loans.

Result or ROI: This is still an active program. It's a small bank with several branches. It's been a great ice breaker to get people to sign up. These banks are typically in grocery stores and people stop for a bear promotion.

Description: Plush Big Paw Bear with Shirt (3)

Industry: Insurance

What it was purchased for: Insurance is a product/Service that most end users or targets do not like to talk about. It is a necessary evil for most people. To most people this means that they need to spend money for insurance on what they may never get a return on their investment. In general, Plush is an instant gratification category. Give someone a teddy bear and you will see that it puts a smile on anyone's face immediately. OR, long enough to break the ice to chat about the service, in this case insurance, that a company is trying to sell to customers.

How it was distributed: The referral process is huge in the insurance agency. So this top 5 Insurance Company gives away a set of teddy bears on the day of signing the documents for whatever insurance plan that a family signs up for. Walk into any branch location, sign up for the New Homeowner's policy and receive a free teddy bear, hence softening the perception of insurance and most importantly putting a smile on the face of the new policy holder.

Result or ROI: The Franchisee offices continue to reorder the teddy bear because insurance is a very tough sell in today's world, and new customers are walking out with a smile on their face. The gifts have enabled the agents to build a rapport and work on future referrals. Now they are not just the insurance agent, but leave customers with a positive image and a feeling of friendship.

Description: Big Paw Bear (4)

Industry: Senior Living

What it was purchased for: A senior living community was looking for holiday gifts for their residents.

How it was distributed: When we broke out one of the bear samples, the buyer lit up with a huge smile. She was "in love."

Result or ROI: The senior center bought enough bears for all of their residents and any incoming residents. They plan to repeat their purchase when supply runs low.

Description: 4" Mini Plush Buddies Frog With Shirt (5)

Industry: Education

What it was purchased for: A community college was looking for a giveaway item to have at their booth for the upcoming College Fairs they will be exhibiting at. After discussing the project with their sales representative, they were very interested in having a plush animal giveaway. At first they were interested in the #1267; their sports mascot is a frog and our shirt colors matched their school colors perfectly. Their buyer however, was concerned about the storage space for the products, both at the booth and between events. They were sent samples of the new #1239 - 4" Mini Plush Buddies Frog with Shirt as a space-conscious alternative. The buyers loved it! The size difference was just what they needed and the mini plush was just as attractive and eye-catching as the 6" Frog. Better yet, it is half the weight.

How it was distributed: The college decided to put a sign-up sheet next to their displayed Mini Plush Buddies. They also included a sign that read, "Leap into Your Future with Us! Sign up for more information and take home a new friend!" Another way the giveaway was presented was as a mug stuffer, they placed some of the frogs inside their branded mugs. These mugs were given away to prospective students.

Result or ROI: Although people were not required to sign-up to receive the giveaway, simply having the giveaway next to the form increased sign-ups more than 60%. In addition to the direct results from the sign-up form, there were many other indirect successes attributed to this giveaway. The word-of-mouth about the plush giveaway brought people looking for their booth specifically and increased the questions asked regarding their sports program. The small size made this item easy to manage in bulk and easy to giveaway.

Description: Rubberized LED Flashlight with Clip (6)

Industry: Credit Union

What it was purchased for: A credit union needed something to hand out at a college campus for a promotion of student loans. They needed something that would be useful to students and would stay with them wherever they went. An item on a key ring would help with ongoing visibility, and flashlights could be useful for students who find themselves out at night more often. The style of the 132 had strong potential to appeal to college students.

How it was distributed: The 132s were handed out on campus during the credit union's visit. Students were invited to come to the credit union's table and hear a quick pitch about student loans, followed by a free flashlight key tag gift with the credit union's brand.

Result or ROI: Over 1,000 flashlights were handed out to students, which went on many students' key rings, keeping the credit union's brand fresh in their minds.

Description: Phone Stand (7)

Industry: Financial

What it was purchased for: A local financial institution needed a giveaway item for current and potential clients. It had to be useful to keep their name in front of the clients and also lasting.

How it was distributed: The phone stands were taken to industry trade shows and handed out.

Result or ROI: Many compliments were given after receipt of the phone stands, and the booth made some buzz around the show floor. Booth attendance was higher than previous years.

Description: Phone Stand (8)

Industry: Tradeshow

What it was purchased for: A tech supplier was in need of giveaways for an industry trade show. They needed something inexpensive yet useful to their audience.

How it was distributed: The phone holders were handed out at the booth, and folks from around the exhibit hall came around just to find out what these things were.

Result or ROI: They were very impressed! Best of all they drew in the right people to the booth and gave a chance to give them the "pitch". Great idea!

Description: Plastic 2" Ruler With Circular Magnifying Glass (9)

Industry: Museum

What it was purchased for: Field trip handout to students.

How it was distributed: The 1686 magnifying glasses were handed out to students during a field trip tour of the museum. The tour was to educate the students about anthropology. The magnifying glasses were used to get a closer look at the artifacts.

Result or ROI: The kids left the museum with a clearer understanding of what they saw and a souvenir to remind them how much they enjoyed visiting the museum.

Description: Set of 4 Measuring Cups (10)

Industry: Casino

What it was purchased for: A Casino in the Milwaukee area wanted to spice up a "normal giveaway" into some kind of theme. They had come to the realization that they were spending hundreds of thousands on giveaways with no theme and were wondering if they had any impact at all on driving people to the casino. They chose a theme of "Now your Cooking with" x "Casino" and decided to give away an item that would go along with the theme and most importantly have lasting power among the demographic of the casino—predominantly seniors. So they opted for the 2144 Set of 4 because everyone needs this type of product in their cabinets for cooking.

How it was distributed: The main entrance of the casino was decked out in a kitchen atmosphere complete with cabinets, a fake stove and a refrigerator. They had casino workers using the measuring cups to make a cake, and they repeated this scene every 20 minutes for two hours, each time giving the recipients the measuring cups along with a piece of cake.

Result or ROI: People that usually go into a casino are usually not smiling (it's been proven in their market analysis) so this little skit and giveaway gave their customers a chuckle and left them with something very useful.

Description: 3-Section Lunch Container (11)

Industry: Healthcare

What it was purchased for: Packaging a lunch for nurses/doctors and anyone employed at any of the Hospital's locations. After years of giving away lunch bags, the customer asked for something different that the staff might utilize even more than the lunch bags they'd been giving them for the past three years. The distributor brought in 4 samples for the presentation that were filled with a lunch that they had purchased at a local deli.. The compartments were all full with a main dish and two sides. They also brought in a virtual of the item with the customer's logo on it that Hit had provided to them. The buyer loved it.

How it was distributed: Each employee was given a 2173. The buyer also decided to use the same idea to give out for a ribbon cutting of a new section in one of the locations at the lunch after the ceremony.

Result or ROI: The recipients' loved the 2173. The next day in the cafeteria they charted that over 85% of the employees were using the new 2173.

Description: Pencil Sharpener (12)

Industry: Construction

What it was purchased for: A ship yard in a major city harbor has advocates for the ship yard who go out to local schools to promote ship building. These advocates needed a fun way to engage the kids with the craft of ship building. They decided goodie bags would entertain the kids and get their brand in the children's minds.

How it was distributed: The 2230 pencil sharpeners were branded for the ship builders and handed out with the goodie bags. The kids loved them and used them in their classroom.

Result or ROI: The ship yard has since been repeating the order each year for the new class of incoming students to spark their interest in ship building.

Description: Auto Air Vent Magnetic Phone Mount (13)

Industry: Technology

What it was purchased for: A technology business was looking for a giveaway item that was unique but also fit within their budget. The #245 Auto Air Vent Magnetic Phone Mount was the perfect choice as it has a high value for a low cost. The item is small which helps with shipping as well as distribution.

How it was distributed: The Phone Mount was given away at a recent technology conference. People loved that it was small and lightweight but also had 2 imprint areas that allowed the brand to showcase their logo.

Result or ROI: The giveaway was very well received. Several recipients remarked on their approval of the design. The mount being detachable made it an instant favorite that people said they were excited to use.

Description: 2703 Earbuds with a 7900 Wristband wrapped around them (14)

Industry: Marathon

What it was purchased for: A sponsor was looking for an item or items that the runners/walkers could be given at the race that they could use during the race, that would be an item that the participants would be inclined to use beyond just the race and that would promote their brand as well as the particular cause.

How it was distributed: One of the team members came up with a product idea that seemed to hit the mark. They would take the new item #2703 imprinted earbuds in a case and around the case they would wrap the laser engraved wristband item #7900. These could be packaged together, as the wristbands fit very well around the earbud case, and it was a small enough package that they could be easily distributed at the events, without taking up a great deal of room at the registration tables.

Result or ROI: The products ended up being... 1. Small enough to be easily packaged for convenient distribution at events 2. Functional enough for repetitive use 3. Ongoing Brand exposure, by participants who wear the wristbands. 4. Priced to fit the event budget A great run/walk event product idea.

Description: Fisheye Lens Set (15)

Industry: Financial Services

What it was purchased for: A mortgage firm had planned an incentive trip to Cancun, Mexico for their top producers. In addition to the trip, they put together a gift bag. A branded Fisheye Lens Set was chosen as a unique gift.

How it was distributed: When the top producers arrived in Cancun, they were presented with a gift bag of branded goodies. This gift bag included the #2850 Fisheye Lens Set.

Result or ROI: The Fisheye Lens Set was a hit! The employees were very impressed with its functionality and took amazing pictures on their trip. The firm in turn used these photographs to further incentivize their team for the next year!

Description: Non-Woven Promotional Tote Bag (16)

Industry: Healthcare

What it was purchased for: The department that receives all shipments isn't allowed to use cardboard boxes or plastic bags to deliver incoming products and supplies. These were ordered to transport supplies from receiving to relevant departments.

How it was distributed: The hospital placed a large order to stock these bags for transport throughout the building.

Result or ROI: The problem of not having anything suitable to carry products in was solved. Plus people in every department took them home for personal use so the hospital gets more advertising with the bags they have to order anyway.