

# TOP 10

# BRANDED PROMOTIONAL ITEMS TIPS!



- 1** Remember, above all, whatever you give away, you want your clients and potential clients to use it, love it and keep it.
- 2** The giveaway must be **retentive and long lasting**, even if it's perishable. A perishable item, wherever possible, should be supplied in a box or tin to be kept.
- 3** Your **branding should be strong**, with one contact detail, web address, telephone or email. Don't overload with text, as clients only need a reminder.
- 4** Ideally branded gifts should be **relevant to the type of client** - sports/tech/travel etc.
- 5** Weigh up **quality versus quantity**. If you're exhibiting, or you have a promotion, with a potential 5,000 footfall, do you buy 5,000 cheap giveaways or buy 500 higher quality items for best prospects?
- 6** A quality bag, well branded, will carry various items, including giveaways from the competition! A great bag with **YOUR branding** hides the rest!
- 7** Sometimes **giveaways that complement each other**, enable you to have 2 or 3 branded items that work well together, and have a higher perceived value - notebook/pen/coaster (desk) - sunglasses case/lip balm/eye shades (travel) as examples.
- 8** Remember, whether you have 10 or 10,000 there are still the initial set up costs, so **order as many as you think you need**, but also take into account additional potential requests, "Oh, can I have some." It's far cheaper this way than placing a second order!
- 9** With branding on clothing, wherever possible, try and **utilise an embroidered logo**, as these wash and wear, soooo much better than a printed version.
- 10** **ECO is BIG!** We personally discount eco products more and more, because we think that's the right thing to do. From pens, to bags, from bottles to notebooks, so many more items are now sustainable, and giving these things away shows that **YOUR company cares**.

