

## WHY USE PROMOTIONAL PRODUCTS:

Free promotional gifts appeal to everyone. Offering promotional gifts with your products and services means you are taking a step towards creating a brand image and recognition for your business. To the customer, it translates as being taken care of.

Promotional gifts can be easily and attractively customised by imprinting your company name, logo, message, and website URL on the surface. Promotional gifts act as communication agents serving a dual purpose - attracting the attention of the target audience and incessantly reminding the audience about the company or business. This means more business with enhanced brand recognition.

It is advisable that the promotional gifts you choose should be frequently used by the target audience, so that they actively stay in front of your consumers' eyes. Some of the regularly used promotional gifts are pens, key chains, caps, mugs, USB, umbrellas, mouse mats, shorts, and shirts. All these promotional gifts are affordable, personally used by the majority of people, and are available in a vast variety. It is the utility factor that sets the importance of promotional gifts and creates involvement among the target audience.

At **You've Been Gifted**, we understand that your chosen promotional gifts will be acting as your brand ambassadors. So we customise these items in such a way that it conveys the message you want to disperse. Before customising your promotional gifts, we consider the size, value, shape, appropriateness, and practicality of the promotional gift.

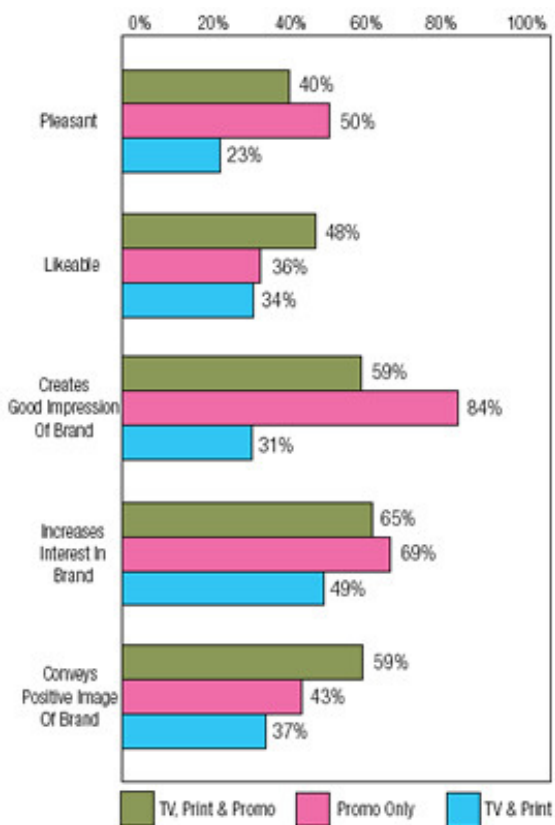
**You've Been Gifted** offer a huge variety of products, so visit our website [www.youvebeengifted.com.au](http://www.youvebeengifted.com.au) for ideas, or better still, email or call us and let us do the hard work of sourcing for you.

## Synergy, credibility and referral impact – Promotional products make the difference! – Study by university researchers – November 2006

### Synergy

Promotional products when used in synergy with other mediums led participants to develop a more positive outlook toward the ad and the brand.

In this study, groups who were exposed to promotional products tended to rate the message more positively than those groups not exposed to a promotional product



In some instances, the **use of a promotional product as the ad medium alone achieved maximum impact**, up to 69% in increasing brand interest and 84% in creating a good impression of the brand.

### Media Information Preferences

In addition to the actual experimental testing, respondents were also asked to indicate their top three generally preferred sources of information. The findings revealed:

Promotional products were the **second most preferred source of information following television advertising** (see table below).

<b>Respondents preferred sources of information in rank order</b>	<b>%</b>
Television	27.3%
Promotional Products	16.3%
Billboards	10.3%
Magazines	9.4%
Internet	8.4%
Radio	7.8%
Posters	7.0%
Newspapers	6.6%
Word-of-Mouth	5.1%
Yellow Pages	1.8%

### **In a nutshell, promotional products**

- may be effectively employed as a **stand-alone advertising medium** (second to television in terms of reported information value)
- **add to the media mix, creating impact** by supplementing other advertising media such as television and print
- are a **useful information and reminder medium**
- **enhance impressions about both the brand and product**
- **Contribute to consumer intent to buy**

### **The Authors**

This study, using scientific methodology and statistical techniques, serves as baseline research to further document the value of promotional products in today's competitive marketplace. The experiment was conducted in November 2006 for PPAI by Dr. Richard Alan Nelson, Ph.D. (Professor, Louisiana State University), Dr. Ali M. Kanso, Ph.D. (Professor, University of Texas at San Antonio) and Dr. H. Paul LeBlanc III, Ph.D. (Assistant Professor, University of Texas at San Antonio).