

IDEAS: Manufacturing & Retail

Trade Show Handouts

These low-cost items are great for getting your message literally into the hands of many potential customers.

* Add some “local flavor” from the venue city to add some “souvenir value” to these promotional items!



Event Sponsorships

Adding your logo to event souvenirs, door prizes, and “goodie bag” items puts your logo in the hands of many potential clients. Sponsoring charitable events spreads goodwill. Events to sponsor include golf tournaments, parades, car shows, cookoffs, walks/runs, little league sports, and more!



Customer Appreciation

Retain customers and get them talking about you to their colleagues, co-workers, family, and friends. These promotional items give them a tangible token of your appreciation, while carrying your message everywhere your customers go.



Perpetual Visibility

Carry your message into the daily lives of potential customers with branded items. Increase mindshare and influence by keeping your message within arm's reach.



Objective #550: A mobile phone provider wanted to increase awareness and booth traffic at local home and garden show.

Solution: Hand out Mobile Accessory Holders with the company logo at the show.

Result: Their booth was very busy. Everyone wanted one of the giveaway items, and the client signed up several new contracts for their services.



Objective #488: Create a concept that would increase total sales of a new blend at a coffee shop during a three week period prior to Fathers Day.

Solution: Create a design with the coffee shop's logo on a reusable insulated mug, and give a mug with every \$25.00 coffee purchase.

Result: New coffee blend sales increased, generating almost a 50% increase in total sales for promotion period.



Objective #100-4CP: A specialty auto parts manufacturing company wanted to thank loyal customers and promote repeat business.

Solutions: A series of coolies were developed that would be a retention program: 1. Thank-You; 2. Reminder for Repeats; 3. Recruit New Business

Result: This promotion was a success at generating returning business and expanded the customer base, too.



Objective #549: Come up with a fashionable new item that could be used to increase awareness of a new company trying to compete in an already-established industry.

Solution: Use Premium Stock Design as a background, with company logo and information on a Mobile Accessory Holder. Item was given to prospective clients looking for alternative manufacturer.

Result: The program significantly increased awareness of the new manufacturing company.



Objective #KKB12: A leading independent brewer, known for it's support of local events and festivals, was looking to be perceived as a more patriotic and involved member of the community.

Solution: Used the cooler bag imprinted with small, discreet logo in a patriotic design to hand out at local events.

Result: The campaign helped create a more positive image of brewer as community-involved.