



Australasian Promotional Products Association

The Australasian Promotional Products Association (APPA) is the only professional trade association specifically for the promotional products and promotional marketing industry in the Australasian region.

HOW EFFECTIVE ARE PROMOTIONAL PRODUCTS?

75% of Human Resource managers surveyed are using promotional products in recognition programmes.

72% of marketing and HR managers say that promotional products are very effective in motivation and retention of staff.

100% of advertisers said that adding a promotional product returned a favourable response to their campaign.

69% of advertisers said promotional products increased brand interest and 84% said they created more favourable impressions of the brand itself.



33.7% of this group had the item on their person.

55% of people kept their promotional product for more than one year.

75.4% said they kept their promotional product because it was useful.

APPA is 21 years old and APPA members include over 650 of the top promotional products companies in the region.

REACH:

71% of business travellers surveyed reported having received a promotional product in the past 12 months.

RECALL:

76.1% of the respondents could recall the advertiser's name on the product they received in the last 12 months. In comparison, 80% of participants answered yes to reading a newspaper or magazine in the past week but only 53.5% of them could recall the name of a single advertiser.

TOTAL PROMOTIONAL PRODUCTS SALES:

Sales in New Zealand: \$234 million (an increase of 40% in the past five years)

SUCCESSFUL PROMOTIONAL PRODUCTS COMPANIES ARE NOT SIMPLY COMMODITY SUPPLIERS, BUT TANGIBLE ADVERTISING SPECIALISTS.

SUCCESSFUL CAMPAIGNS REQUIRE: • Strategic 'logistical' and 'emotional' roll out • Action engagement triggers • Data collection analysis • Technical logo application knowledge • Creating the difference between a 'passive' and 'active' promotion

Successful use of this medium requires using APPA members as out-sourced marketing partners. For more info go to www.appa.com.au and click on our Media Section.



WHY CHOOSE AN APPA MEMBER:

90% of the complaints received at APPA come from consumers who have used a NON-APPA member. We are unable to intervene or mediate dispute if you take that risk!

If you are dealing with an APPA member, they have worked hard to become one and achieved a status within our industry that assures you, the client, of the highest quality of products and the creativity to make all your promotions successful.

Make sure your company has reached the benchmark of excellence in the supply of promotional products and deal only with APPA members!

Promotional products, properly implemented, have a longer physical and mental retention value than many 'above the line' advertising methods for less cost.

The true power of promotional products is not simply the product. It's the creative use of the right product in advertising and response elicited by the delivery of that product in a properly constructed promotional campaign.

APPA CONTACT

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ASK YOUR PROMOTIONAL PRODUCTS COMPANY

- How long have they been in the promotions industry?
- How long have they been APPA members?
- What is their policy on return of products?
- What is their policy on timely delivery of goods?
- What is their policy on quantity-short product deliveries?
- Have they received any APPA awards for creativity?

TELL YOUR PROMOTIONAL PRODUCTS COMPANY

- The audience and objectives of your promotion
- The response you want from the recipients
- The information about your brand that you want to communicate
- The information from the recipients you would find useful, if you were able to obtain it
- Historically, some of the other promotions done by your company
- What would you like the recipients to think about your company after the promotion is finished?



Verify your promotional product company is an APPA member. **Log onto www.appa.com.au** (then click on List of Members and search by NZ).

The key is finding the companies that understand the technical and logistical side of building successful promotional campaigns and can recommend the right products.

WHAT SHOULDN'T YOU HEAR FROM A PROMOTIONAL PRODUCTS COMPANY?

That they will undercut any price.

That promotional products are so cheap they cannot be guaranteed to work.

That there is no reason for them to be an APPA member.

That there is no reason to sign off on art work approvals.

WHAT IS THE BIGGEST PITFALL TO AVOID WHEN BUYING PROMOTIONAL PRODUCTS?

Provide more lead time on orders, it's costing you more than you think... Many times it takes up to a year to plan a corporate event or conference. So why do so many clients only give a few weeks notice before expecting delivery of the promotional product component of their event? It is costing companies thousands of dollars a year.

Take a look at 2 scenarios: **Conference Satchel** –

SCENARIO 1:

- No lead time – 3 weeks until event
- Local stock and embroidery only option available
- Smaller bag than required, had to go with what was in local stock
- Limited options for colours, designs, packaging
- Cost: \$10.66 per unit



SCENARIO 2:

- Good lead time – 12-14 weeks until event
- Client was involved at the early stage with the conference organising which enabled APPA member to design and recommend the best option
- Custom made design and colour
- Better branding of product
- Larger bag in their specialised PMS colour
- Cost: \$6.75 per unit



Scenario 2 meant the client had more control over the overall design and made a significant savings of \$11,730.00.

PROMOTIONAL TIPS FROM THE CEO OF APPA – WILLIAM KESTIN:

- If it sounds too good to be true, it usually is...
- Beware of companies solely interested in quoting the cheapest price. It is the most common area for our complaints. Usually we are unable to help consumers, as they have used a non-APPA member.
- Build a relationship with your promotional products company.
- APPA members are provided with many pricing advantages in our market. They should be able to be competitive and still provide guaranteed promotions that are delivered on time.
- If your product runs out of ink or shrinks and discolours after the first wash, what does it say about the brand it represents? Research shows that it directly affects the way people perceive the company which provides it.
- Work with a professional who has spent years asking the right questions, sourcing the most creative products and who has the technical knowledge of printing, embroidery and engraving. For those who don't, it is costing them far more than they think.



William Kestin

CEO APPA

(Australasian Promotional Products Association)

Vice President IFPPA

(International Federation of Promotional Products Associations)