

REACH AND RECALL

The effectiveness of promotional products as an advertising medium was demonstrated in recent surveys in the US commissioned by the Promotional Products Association International and the Federation of International Promotional Products Associations. Over 750 business travellers were independently surveyed at club lounges in international airports during 2005 and 2006. Key results of the surveys were:

- 71% of business travellers surveyed reported having received a promotional product in the last 12 months;
- 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;
- 76.1% of the respondents could recall the advertiser's name on the product they received in the previous 12 months.

In comparison, 80% of participants answered yes to reading a newspaper or magazine in the last week but only 53.5% of them could recall the name of a single advertiser.



PRODUCT SALES TOP \$2 BILLION

Total Promotional Product Sales in Australia were \$2.02 billion in 2007 – an increase of 45% in the last five years. Sales in New Zealand were \$234 million, an increase of 40% in the last five years.



DIFFERENT WAYS OF USING PROMOTIONAL PRODUCTS

Promotional Products can help achieve a number of different marketing objectives:

To Increase Sales

Gift with Purchase or Internal Sales Incentive Programs provide measurable results.

To Reward or Acknowledge

Cash or voucher bonuses don't retain acknowledgment long term. Client appreciation builds stronger relationships while internal employee rewards can encourage behaviour and achievements.

To Get Information

Tools for collecting valuable data or driving traffic to websites or trade show booths.

To Educate or Motivate to Action

Educational products that help key messages get delivered to any desired target market.

To Invite in a Unique Way

ADMA awards always include promotional products used as direct mail pieces for invitations. APPA awards also acknowledge this interactive way to get event information read and attendance increased.

WHY CHOOSE AN APPA MEMBER?

APPA Dispute Negotiations with Certified Members. You are only protected by APPA if you use a legitimate professional APPA member. We will mediate your dispute.

90% of the complaints APPA receive come from using Non-APPA members. We are unable to intervene if you make that mistake.

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 are an APPA member!

www.appa.com.au



APPA Q&A

Q. What should marketers be looking for in a promotions company?

First and foremost, ALWAYS use an APPA Member. There are many inexperienced and unethical promotional product providers in today's marketplace.

Of the 2,500 promotional product providers in Australia, only 610 are legitimate APPA members. That means you have a one in four chance of finding a reputable company. Don't get caught unprotected and with no recourse. To verify your promotional product company is an APPA member log onto www.appa.com.au (Click on list of members and search by region).

Q. What questions should you ask a promotional product company?

The key is finding a company that understands the technical and logistical side of building successful promotional campaigns and can recommend the right products at the right price. Questions to ask:

- 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 delivery of goods?
- What is their policy on quantity-short product deliveries?
- Have they received any APPA awards for creativity?

Advise your promotional product company:

- The audience receiving this promotion.
- The purpose of the promotion
- Whether the product is to reward consumers, external business partners or staff.
- The other objectives you want to achieve or information you want to obtain from the promotion.
- What promotions you have done in the past.
- What would you like recipients to think about your company after the promotion is finished?

Q. What are some of the trends in the promotional products industry?

- On-line focus groups to pre-test product choices.
- Technology based purchasing and logistical tracking of corporate merchandise ranges.
- Consumer driven campaigns, not ego based decisions.
- Products that plug into today's technology
- Increased time lines, well thought out applications of the advertising medium
- High perceived value over cheap and nasty.

MORE THAN A PRODUCT

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



SNAP DECISIONS... NO LEAD TIME... 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 two actual scenarios from a client who ordered bags over a two year period:

Scenario 1 – Year One

- No lead time – 3 weeks until event.
- Local stock and embroidery only
- Limited options for colours, designs, packaging.

Cost \$10.66 per unit.

Scenario 2 – Year Two

SAME BRIEF – MORE TIME!

- Good lead-time – 12–14 weeks until event.
- Client was involved at the early stage with the conference organising which enabled the APPA member to design and recommend the best options.
- Custom made design and colour.

Cost \$6.75 per unit.

Scenario 2 meant the client had:

- More control over the over-all design.
- The bag was more tailored to the event.
- The client made a significant savings of \$11,730.

WHAT IS A PROMOTIONAL PRODUCT?

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APPA TURNS 20

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

APPA started over 20 years ago and APPA members include over 610 of the top promotional product companies in the Australasian region.

www.appa.com.au

IF IT SOUNDS TOO GOOD TO BE TRUE IT USUALLY IS...

Promotional TIP from William Kestin, CEO of APPA:

Beware of companies solely interested in quoting the cheapest price. It is the most common area for our complaints.

Margin gougers often sell inferior product that looks exactly the same but quickly falls apart or malfunctions.

Build a relationship with a trustworthy promotional product company.

APPA members are provided with many pricing advantages in our market. They are able to offer the best prices without sacrificing quality, safety or legal requirements. 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 faulty promotional products directly affects the way people perceive the company or brand who provides it.

Work with a professional who can get the best prices and has spent years asking the right questions, sourcing the most creative products and 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
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**“Make sure
you work with
professionals.”**



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