

Branded Merchandise delivers results!

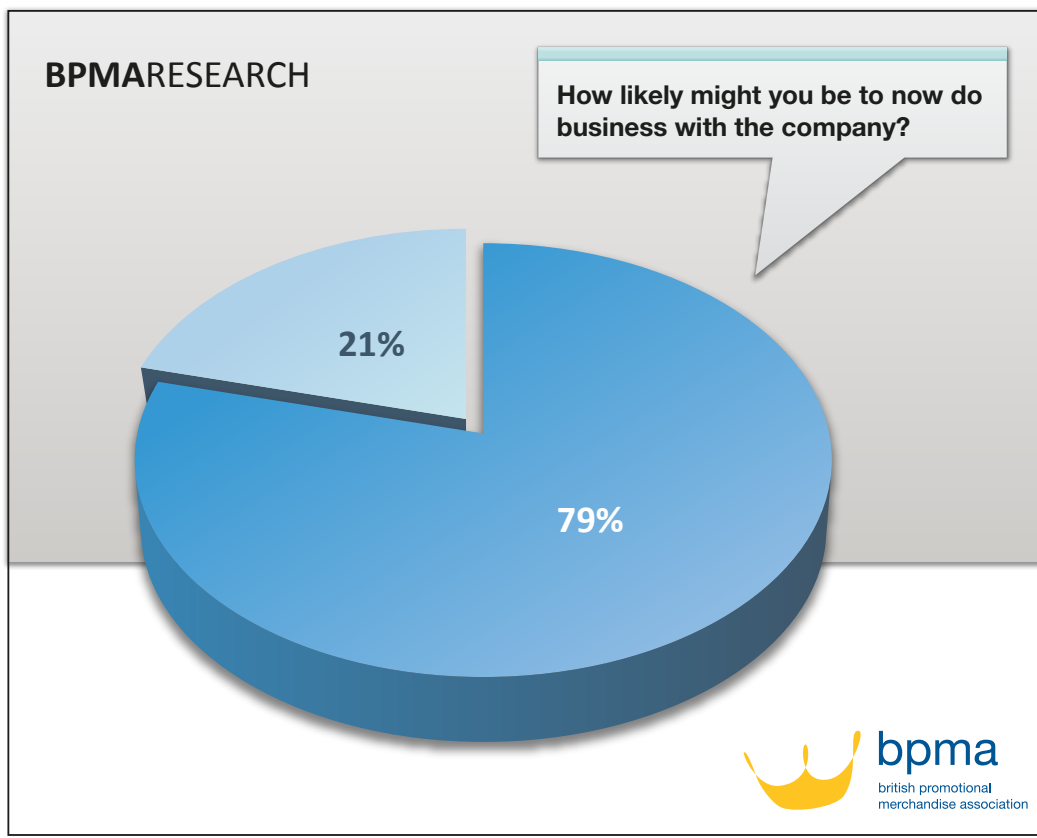


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We are members of the British Promotional Merchandise Association, a long established accredited body of top professional companies.

A recent survey from the bpma on perceptions of those receiving branded gifts showed some powerful results particularly against other advertising spend.

Promotional merchandise can deliver a higher or equal ROI than most forms of advertising.



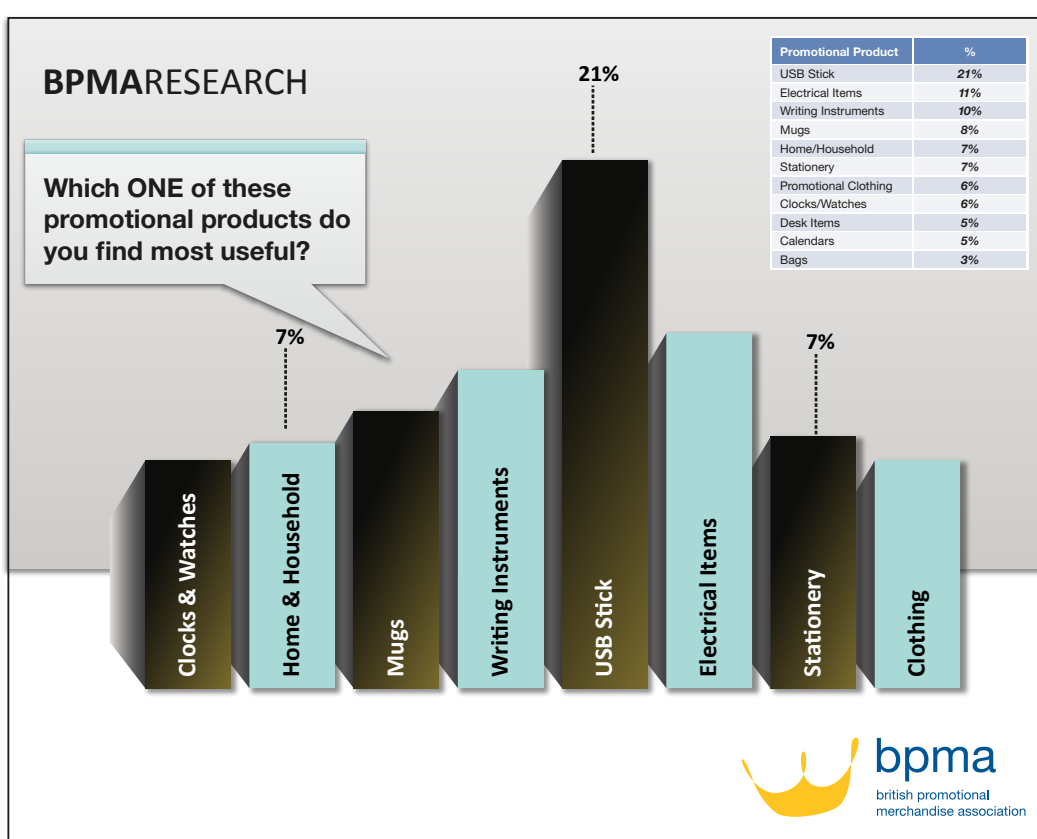
66% of respondents said they could remember the brand on the promotional product they received during the last year

79% said they were likely to do business with the company in the future

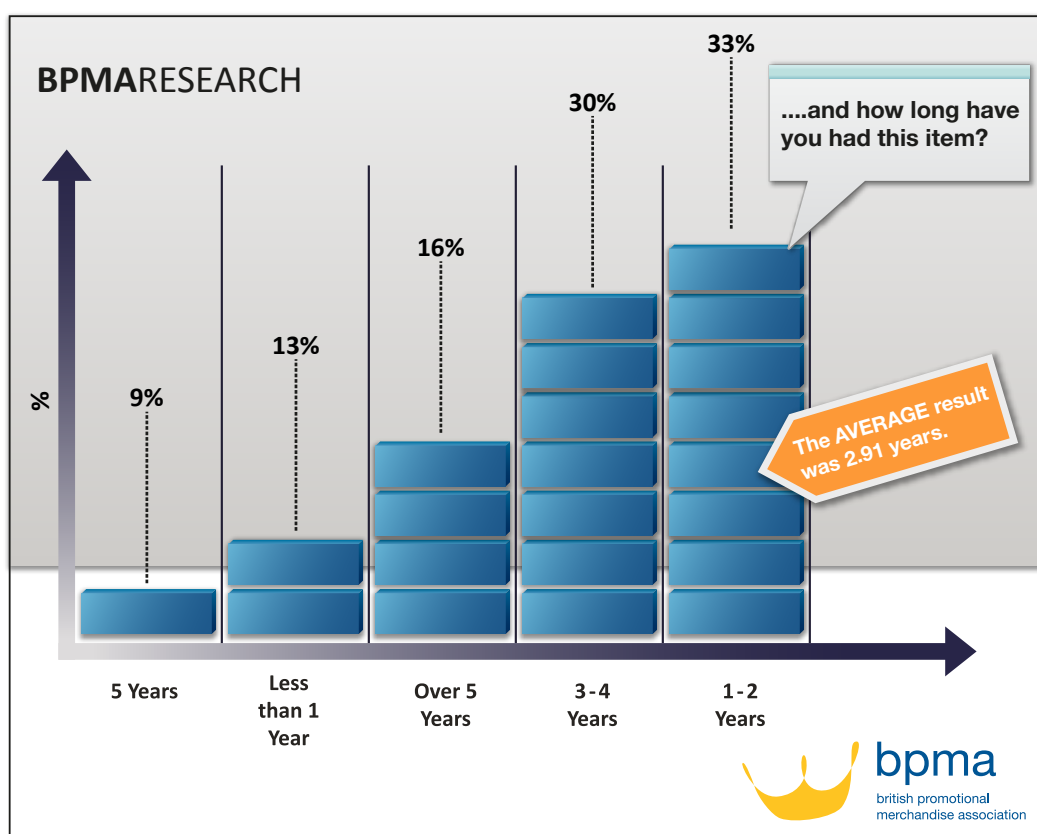
8 out of 10 (84%) respondents said that a branded promotional gift increases brand awareness

56% of respondents said their opinion of the brand/company was more favourable after receiving the promotional product

Promotional merchandise can deliver!



The survey also found that the USB stick comes top of the list as most useful promotional item, followed by electrical items and writing instruments.



And most interesting of all, is how long recipients keep promotional items for particularly if they are useful. Consider how this compares with other advertising messages that are often short lived.

So if you are planning campaigns for next year or considering a gift for your clients at Christmas, think about the value that promotional items can add to this.

So when you speak to us, consider using promotional items for maximum effectiveness on...

- Advertising
- Awards
- Rewards
- Brand Awareness
- Rebrand
- Cause Awareness
- Direct Mail
- Conferences
- Exhibitions
- Outside Events
- Fundraising
- Health & Safety recycle schemes
- Incentives
- Product launches
- New branch openings
- Workwear and uniforms
- Retail
- Souvenirs
- Club & School Identification

Call us for a quote or guidance on how promotional merchandise can be effective in your campaign.

