

PROMINENT profile

EXPAND YOUR BRAND

The best promotional campaigns don't just happen. They need a little thought, some considered planning, and time. Here's a few simple steps to follow, to help us work with you to maximise the effectiveness of your next campaign.



- 1. WHAT HAVE YOU GOT IN MIND?**
What sort of promotional activity are you planning?
What are your objectives for the promotion?
Information like this really helps us narrow down the most appropriate and relevant options.
- 2. CAN WE CHECK OUT YOUR LOGO?**
At this stage, a quick look at your logo will let us know if there are any limitations to what we can do. Just what is the best way to reproduce it? We'll advise you well in advance of what's possible.
- 3. HAVE YOU FOUND SOMETHING THAT YOU LIKE?**
It's always a good idea to tell us about it – why do you like that particular product? This information helps us customise the product in the most effective way, and even suggest some other ways you could achieve a similar, or even improved, effect.
- 4. WHAT'S YOUR BUDGET?**
Even if it's only rough, an idea of your budget per item makes a big difference to just what products we'd recommend. There are literally thousands of products to choose from, so knowing how much you want to spend in advance will really save you time.
- 5. WHAT KIND OF NUMBERS ARE WE TALKING?**
With a large enough quantity, you might be able to save some money by having it produced offshore. An idea of scale also helps us give you an estimate of production times.
- 6. HOW WOULD YOU LIKE THE PRODUCT PACKAGED?**
You know what they say – presentation is everything. And we can give you plenty of great ideas to improve the initial impact of your piece.
- 7. HOW ARE YOU INTENDING TO DISTRIBUTE THE PRODUCT?**
Do you need to send the products anywhere, or will you hand them out internally? With an international distribution network, we can help.
- 8. HOW MUCH TIME HAVE WE GOT?**
Your time frame dramatically affects our operation. For instance, it will indicate if the product can be produced offshore or not.
- 9. WHO IS THE PRODUCT FOR?**
The target audience will of course determine the suitability of different products.
- 10. ARE THERE ANY SIZE CONSTRAINTS?**
Does the product need to fit into an envelope, perhaps? Or is it for a trade show where you don't have much storage space? Or can we do something on a grand scale? The choice is yours.



SENDING US ARTWORK IS SIMPLE

The best way to supply artwork is with an .eps file with text converted to curves and unlocked. But please be sure to attach a .jpg or .pdf file as well – it's a safeguard that ensures you're sending exactly what you intended, as many of our customers can't open artwork files.



THERE'S MORE THAN ONE WAY TO ATTACH A LOGO

'**Decoration**' is the way we refer to the various methods of applying a logo to a product. There are indeed several options, but you can count on our experience to point you in the right direction.

Take a look at some of these decoration options below:

Embossing: We usually use this method on leather products. It provides an indentation on a product.

Screen printing: This process is most appropriate for bags, clothing, compendiums, mugs and so forth.

Pad printing: This is exactly what it sounds like – we use a pad to imprint logos on smaller items like pens.

Laser engraving: Mainly used on metal, however, wood and leather items can be engraved also.

Embroidery: It's most appropriate for clothing, but embroidery can also be used on any product that can fit into an embroidery frame such as sports bags.

Of course, there are many more methods available, but these are the most common. We can of course advise you on the best method for your brand, and the product/s you select.



THE SCOPE OF PROMOTIONAL PRODUCTS

There are all sorts of reasons to use promotional products. You may want to raise awareness of your company in a certain demographic, increase traffic at a trade show, or boost sales. Perhaps you're looking to provide staff incentives, or just want to say thank you.

Whatever the reason, teaming your brand with a relevant promotional product is a great way to get remembered. In fact APPA has recently carried out some research which found 76.1% of respondents remembered the advertiser's name on a product they'd received in the last 12 months. But in comparison, only 53.5% of newspaper readers surveyed could recall a single advertiser's name in the paper.

Promotional products work. So take a look through this guide, then give us a call – and let us show you how they can work for you.



PROFESSIONAL PROMOTIONAL
ALLIANCE