# TABLE OF CONTENTS

- Letter from Knack’s CEO .......................................................... 1
- Key Takeaways........................................................................ 2
- Why Gifting is Important...................................................... 3
- What to Give........................................................................... 5
- How Much to Spend............................................................. 13
- Preferences Nationwide...................................................... 15
- Regional Preferences ........................................................... 17
  - Northeast ................................................................. 21
  - South ........................................................................... 21
  - Midwest ....................................................................... 22
  - West ............................................................................. 22
- How Much to Spend by Region ........................................ 23
- Regional Conclusions........................................................... 25
- Methodology ......................................................................... 30
- Contact Info......................................................................... 31
Welcome to the 2017 Knack Business Gift Satisfaction Report

Every day I have the pleasure of witnessing the joy that comes with giving a perfect gift.

But as a business person, I also appreciate that there's an important ROI component to gifting for our business customers. As we searched for tangible data that would help us better serve our business customers, we found that while many organizations collect data about what companies intend to give or spend, there was little information about the impact of that spending.

In other words, what do the recipients of all that corporate gifting think? And how does that impact their behavior?

To fill this void, we engaged a third-party research firm to gather data. We surveyed 500 people across the U.S. who work full-time and had received a gift from a business partner in the past year. We learned a lot about how gifting can support business growth, what to give, how much to spend, and how these statistics may vary across regions of the U.S.

The conclusion is that unique business gifting done well can positively impact both brand perception and your bottom line. I'm excited to share our findings with you in our 2017 Business Gift Satisfaction Report.

Warmly,

Laura Jennings
CEO & Founder
It makes sense that gift giving would be good for the soul. In fact, a recent neurological study published in *Nature Communications* identified a biological impact on the brain’s reward center associated with giving.

We learned that giving is also good for business. Our survey specifically identified the role that gift giving plays in building *appreciation, connection* and *loyalty* among gift recipients. Here are the top 10 key insights from the 2017 Knack Business Gift Satisfaction Survey.
WHY GIFTING IS IMPORTANT
(and so good for business)
WHY GIFTING IS IMPORTANT
(and so good for business)

GIFTING REINFORCES THE HUMAN CONNECTION
Great gifting requires the same skills as sales or managing up – listening, observing and intuiting the recipient’s needs. A well-chosen gift shows that you care and are paying attention. Most importantly, a gift is a tangible – and potentially persistent – symbol of your gratitude for the recipient and what they’ve contributed to make your business successful.

This affects the recipient’s likelihood to continue to do business with you, the giver, in the future.

- 81% of gift recipients state that they felt appreciated by the gift giver
- 39% report that they felt more connected to the gift giver
- 36% explicitly state that the gift makes them more loyal to the giver

WHAT TO GIVE
-so they never forget you

GIFTING OPPORTUNITY

The more memorable the gift, the more connected the gift recipient feels.

- Recipients who report receiving a memorable gift are 33% more likely (52%) to state that they feel more connected to the business partner who gave it to them
- They’re also 20% more likely (42%) to report that the gift makes them more loyal to the giver

GIFTING CAUTIONS

Memorable business gifting pays dividends. But it’s important to do giving right.

- 57% of gift recipients state that “gifts can impact their opinion of the business partner both positively and negatively”
- 36% of recipients report having not liked a gift from a business partner
- Another 23% report having received a gift that they considered “cheap” and which made them feel unappreciated

WHAT MAKES A GIFT “MEMORABLE?”

In order of selection by recipients:
1. Something chosen especially and uniquely for the recipient
2. A personal message to the recipient
3. A truly unique gift item
4. Something they can share with their family
WHAT TO GIVE
(so they never forget you)
WHAT TO GIVE
(so they never forget you)

FOCUS ON THE INDIVIDUAL FOR MORE MEANING
Hands down, one of the biggest insights from our survey was that recipients want a gift that’s “unique and useful.” This type of gift outranked even cold, hard cash in the form of gift cards. That’s telling because cash is assumed to be king. (In fact, in our Employee Retention Gifting Survey coming out in January 2018, you’ll see that cash is still an important gift from employers.) But when it comes to gifts from business partners, recipients are looking for something more meaningful.

As a side note, this finding reinforced one of the trends we’ve been seeing in our own corporate customer base: business givers are branching out from “safe and nondescript” gifts like snacks and coffee mugs into more personal gift areas such as spa items, backyard games and outdoor gear.

Interestingly, this speaks to one of business givers’ top dilemmas:

69% of respondents say that they would like to give more personalized gifts but it is difficult to do so

TOP GIFTS BY PREFERENCE

<table>
<thead>
<tr>
<th>Gift Type</th>
<th>Preference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unique and Useful Items</td>
<td>83%</td>
</tr>
<tr>
<td>Generic Gift Cards (i.e., Amazon Visa, etc...)</td>
<td>82%</td>
</tr>
<tr>
<td>Food</td>
<td>60%</td>
</tr>
<tr>
<td>Wine</td>
<td>59%</td>
</tr>
<tr>
<td>Gifts That Give Back</td>
<td>56%</td>
</tr>
<tr>
<td>Personalized Gifts (with my name or initials)</td>
<td>53%</td>
</tr>
<tr>
<td>Spa Products</td>
<td>41%</td>
</tr>
<tr>
<td>Company Branded Gifts</td>
<td>33%</td>
</tr>
<tr>
<td>Flowers</td>
<td>25%</td>
</tr>
</tbody>
</table>
WHAT TO GIVE
(so they never forget you)

WHAT QUALIFIES AS A “UNIQUE AND USEFUL” GIFT?

Think of these as gifts that feed the mind as well as the body:

- Common office or household objects with a luxurious or innovative twist
- Handmade goods, made with care by small businesses
- Gifts with a “give-back” mission
- Related hard goods combined with consumable items (i.e. a carafe with a bottle of wine)

Here are some suggestions:

1. Seattle Coffee Crush
2. Family Game Night
3. Gilded Smoke Whiskey Lovers
4. Just Breathe
WHAT TO GIVE
(it’s not as easy as putting a logo on it)

THERE'S A PLACE FOR LOGOS...ON THE GIFT BOX
Swag like branded t-shirts, hats, tote bags and more are a huge business – we’ve all received gifts like this. But swag isn’t really a gift – it’s a reminder to think of the company during your normal routines. That’s why it comes out of the marketing department and, like all marketing, it can sometimes be very effective.

When it comes to business partner gifting, our data says to think twice about giving items with logos:

- Only 9% of recipients say that gifts with logos make them feel special
- Items that include the company’s logo make the gift 25% less likely to be described as memorable
- People who received gifts with the company’s logo were 30% less likely to report that they were satisfied or very satisfied with the gift
- Company branded gifts of any sort rank at the bottom of the reference list – below unique and useful items, gift cards, food, wine, gifts that give back, and spa products – with only 33% of respondents indicating branded items as their top or second choice gift category

Unfortunately, many items with company logos on them end up being “regifted” in some way after being received. This varies by region of the country, but in general, it’s a toss up on whether the item you took pains to brand with your logo will in fact stay around long enough to remind the recipient of your generosity.

Here's what recipients say about the likelihood of keeping gifts that feature company logos:

<table>
<thead>
<tr>
<th>I’LL KEEP A COMPANY BRANDED ITEM IF...</th>
<th>SOUTH</th>
<th>NORTHEAST</th>
<th>MIDWEST</th>
<th>WEST</th>
</tr>
</thead>
<tbody>
<tr>
<td>the logo is cool</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>the company is cool</td>
<td>10%</td>
<td>8%</td>
<td>8%</td>
<td>20%</td>
</tr>
<tr>
<td>I feel close to the company</td>
<td>13%</td>
<td>24%</td>
<td>17%</td>
<td>15%</td>
</tr>
<tr>
<td>the branded item is cool</td>
<td>38%</td>
<td>40%</td>
<td>36%</td>
<td>37%</td>
</tr>
<tr>
<td>I work for the company</td>
<td>13%</td>
<td>11%</td>
<td>17%</td>
<td>11%</td>
</tr>
</tbody>
</table>
WHAT TO GIVE
(to brand or not to brand)

BRANDED GIFT PROS

- It’s easy

- 33% of business gift recipients rate company-branded items as one of their top two preferred gift choices

- If you select an item that’s uniquely appealing, 40% of recipients will be tempted to keep the item bearing your brand’s logo

BRANDED GIFT CONS

- Only 9% of recipients say that gifts with logos make them feel special

- Recipients who received company-branded items are 30% less likely to report satisfaction with the gift

- Gifts that include a company-branded item are 25% less likely to be described as memorable

BRANDED GIFT SUGGESTIONS

- Brand disposable or consumable items, including the box, the name tag and gift card

- Skip the branding on gift items you want recipients to keep

- In this way, your brand will be firmly established when they open their gift, and reinforced every time they use the gift items in the future
ADVICE FROM THE EXPERTS: A tale of two cheeseboards

We had a customer who wanted to put their logo on a beautiful Brooklyn slate cheeseboard that we carry. We even called the merchant to see if it was possible (it was). But if you’re hosting a party and laying out a spread of delicious edibles, do you really want your guests to see that that cheese course was brought to you by Company X?

We worked with our client to craft an alternative gift of the gorgeous cheeseboard (sans logo) and other accoutrements. Now, every time their recipients pull out the cheeseboard to entertain, they’ll think warm thoughts of the company that gave it to them.

Worrying about being forgotten isn’t a good reason to slap a logo on an item, and in fact, it may cause the recipient to consider your gift a marketing tactic.

Put your logo here, not on the product!
WHAT TO GIVE
(more opportunities to stand out)

Here are a few final “what to give” insights from our survey data.

INCLUDE THE C-SUITE
No one is too important to appreciate a good gift. It’s lonely at the top, and your gift to the big bosses can have a strong correlation to memorability.

- In fact, the higher up in a company the recipient was, the more likely they were to report being satisfied with gifts from business partners
- 95% of the C-Suite were satisfied, and 25% more likely to say their gift was memorable

WRITE A PERSONAL NOTE
True, it takes extra time to write a personal message to your recipient. It will make a difference, though. We learned that:

- Less than half—only 47%—of business gift recipients report that their gift included a personal message from the giver
- And yet, a simple personal message moved the reported “memorability” dial just as much (56%) as gift items chosen specifically for the recipient

DO THIS

POSITIVELY influences attitude toward gift

1. Items selected just for me
2. A personal message
3. An interesting story
4. Clever or humorous
5. Gorgeous presentation: fun to unwrap
6. Gives back to the world

NOT THIS

NEGATIVELY influences attitude toward gift

1. Appears cheap
2. Something I would never use
3. Poorly wrapped or presented
4. No personal message
5. Includes company logo
6. Asks me to choose my own gift
ADVICE FROM THE EXPERTS: What to say on the card

Sometimes the gift message can trip people up. It doesn’t need to if you follow these three guidelines: 1) keep it simple, 2) express your thanks and 3) explain why you’re giving them this gift. Here are some examples:

AWM Team

Dear Dina & Jake,

Thank you for trusting us with your business this past year. We’ve enjoyed serving the financial planning needs of your family and your thriving business.

As you know, Alpha Wealth Management has a deep commitment to giving back to our local community. It was our pleasure to support this year’s “Drive for Five” campaign to support the Metropolitan Foodbank. We hope you enjoy these fine food products from many of our local “Drive for Five” community partners.

Brian, Matt & the AWM Team

Acme Co.

To the Atlas Atlanta Office

The entire Project Dynamo team has really enjoyed working with you this year. Please enjoy these holiday goodies as our way of saying thank you for all of your hard work. We look forward to another successful year ahead!

Jesi, Phil and the Dynamo team at Acme Co
HOW MUCH TO SPEND

(yes, we went there)
HOW MUCH TO SPEND
(yes, we went there)

NATIONAL GIFTING AVERAGES
Of course, how much you spend on each gift depends on your budget and value of the relationship. That said, there is an etiquette to what will be perceived as a meaningful gift. In fact, 23% of business gift recipients report having received a gift they considered “cheap” and which made them feel unappreciated.

Gift recipients nationwide report the following spending expectations of their gift givers:

- Holiday gifts: $50-$100
- Business milestone gifts: $100-$150
- Birthday gifts: Under $50
- Work anniversary: $50-$100
- Promotion: Under $50

Interestingly, these expectations can vary significantly by region of the country. For example, recipients in the Northeast expect their business partners to spend $50 more on holiday gifts compared to recipients in other regions.

HOLIDAY GIFT EXPECTATIONS BY REGIONS
PREFERENCES NATIONWIDE
(one country, many quirks)
KNACK’S TOP 3 NATIONAL GIFTING GUIDELINES
If you’re creating a single gift that you plan to send to business partners nationwide, remember these three key points:

1. A $100 price point is your best target to satisfy recipients across the U.S.

2. Giving “useful and unique” items without company branding or personal monograms results in a slam dunk across the country – even more than gift cards.

3. Don’t forget a personal message to each recipient. Although it’s common sense, more than half of business gift recipients nationwide report having received gifts without one.

KEY TAKEAWAYS BY REGION

**MIDWEST**
- Most prefer gifts that give back
- Report the highest number of gifts without personal messages (65%)
- Tough tomatoes—least satisfied overall with their gifts

**NORTHEAST**
- Most satisfied overall
- Creativity and humor are appreciated
- Expect you to spend $25-50 more than other regions

**WEST**
- The least likely to alter their behavior as a result of a gift
- Least likely to prefer food gifts
- Skip the monogramming

**SOUTH**
- Rank highest for feeling that a gift was chosen just for them
- Gifts of food are most common
- Really dislike company-branded gifts

PREFERENCES NATIONWIDE
(one country, many quirks)
OVERALL SATISFACTION AND MEMORABILITY RATINGS BY REGION
We found that business gift satisfaction within the four regions of the country closely correlated with the likelihood of respondents describing their recent gifts as “truly unique” or having a “story they’ll remember.”

So it was not surprising to find that recipients in the Northeast were the most satisfied with their gifts overall, since they were twice as likely to report having received a business gift that was “truly unique” and two to three times more likely to report having received a business gift that included “an interesting story that they’ll remember.”

<table>
<thead>
<tr>
<th>REGION</th>
<th>% satisfied with recent gifts</th>
<th>% describing gifts as “memorable”</th>
<th>% describing gifts as “truly unique”</th>
<th>% describing gifts as “interesting story”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northeast</td>
<td>99%</td>
<td>97%</td>
<td>57%</td>
<td>23%</td>
</tr>
<tr>
<td>West</td>
<td>91%</td>
<td>85%</td>
<td>24%</td>
<td>15%</td>
</tr>
<tr>
<td>South</td>
<td>85%</td>
<td>79%</td>
<td>25%</td>
<td>13%</td>
</tr>
<tr>
<td>Midwest</td>
<td>84%</td>
<td>77%</td>
<td>26%</td>
<td>8%</td>
</tr>
</tbody>
</table>
ADVICE FROM THE EXPERTS: Reinforce your values

We encourage our clients to select gifts that reinforce their brand values. If their brand stands for sustainability, gifts should be environmentally friendly. If they’re a foundation supporting women’s economic empowerment in developing nations, gifts should relate to this mission.

This allows business gifting to tell a reinforcing story with their gift message, for example “...because Acme Foundation cares about sustainability and the economic empowerment of women, this year we’re giving these sustainably-sourced cutting boards crafted by local artisan Leona Petersen...”

Because stories are what people remember about gifts, recipients will recall your values and brand name when they use your gift for years to come.
INTANGIBLES: HOW THEY COMPARED BY REGION
Northeasterners were also among the most likely to report that their gifts included a personal message, and twice as likely as other regions to report having received gifts that give back to the world in some way.

<table>
<thead>
<tr>
<th>REGION</th>
<th>Had a personal message</th>
<th>Gave back to the world</th>
<th>Chosen for them</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northeast</td>
<td>53%</td>
<td>20%</td>
<td>33%</td>
</tr>
<tr>
<td>West</td>
<td>56%</td>
<td>9%</td>
<td>35%</td>
</tr>
<tr>
<td>South</td>
<td>43%</td>
<td>8%</td>
<td>49%</td>
</tr>
<tr>
<td>Midwest</td>
<td>35%</td>
<td>0%</td>
<td>39%</td>
</tr>
</tbody>
</table>

POTENTIAL EFFICACY BY REGION
While a majority of respondents across the country reported feeling appreciated after receiving a business gift, we found a statistical difference between regions in their reported willingness to alter their behavior as a result of receiving a gift:

GIFTING’S IMPACT ON LOYALTY BY REGION

Above is the % of respondents reporting that gifts make them “more loyal to/want to work with the giver longer.”
## WHAT BUSINESS GIFTERS GIVE

While more similarities than differences exist in what recipients report having received, there were a small number of gift categories where measurable differences exist across the four regions. Noting these can be useful to businesses either looking to specifically conform to, or depart from, "what everyone else is giving" in these regions.

<table>
<thead>
<tr>
<th>TYPE OF GIFT</th>
<th>SOUTH</th>
<th>NORTHEAST</th>
<th>MIDWEST</th>
<th>WEST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company-branded items</td>
<td>47%</td>
<td>32%</td>
<td>32%</td>
<td>45%</td>
</tr>
<tr>
<td>Food gifts</td>
<td>17%</td>
<td>29%</td>
<td>32%</td>
<td>19%</td>
</tr>
<tr>
<td>Gifts that give back</td>
<td>20%</td>
<td>9%</td>
<td>8%</td>
<td>insig.</td>
</tr>
<tr>
<td>Items with initials or monograms</td>
<td>20%</td>
<td>9%</td>
<td>7.5%</td>
<td>16%</td>
</tr>
<tr>
<td>Gifts described as “humorous”</td>
<td>13%</td>
<td>9%</td>
<td>4%</td>
<td>13%</td>
</tr>
</tbody>
</table>
WHAT RECIPIENTS WANT (AND DON'T WANT)
When selecting a gift, it’s helpful to know what recipients really don’t want almost as much as what they do. Here’s a region-by-region look at what business gift recipients tell us are their “preferred” or “most preferred” gift types, verses their “not preferred” or “least preferred” types.

Note that except for a couple of cases, the reality that “it’s hard to please everyone all the time” holds true.

### REGIONAL PREFERENCES
(one country, many quirks)

#### WHAT RECIPIENTS WANT (AND DON'T WANT)

<table>
<thead>
<tr>
<th>NORTHEAST</th>
<th>% rating this category “preferred” or “most preferred”</th>
<th>% rating this category “not preferred” or “least preferred”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company-branded</td>
<td>40%</td>
<td>23%</td>
</tr>
<tr>
<td>Food</td>
<td>63%</td>
<td>20%</td>
</tr>
<tr>
<td>Wine</td>
<td>60%</td>
<td>17%</td>
</tr>
<tr>
<td>Unique &amp; useful</td>
<td>83%</td>
<td>0%</td>
</tr>
<tr>
<td>Give back</td>
<td>60%</td>
<td>7%</td>
</tr>
<tr>
<td>Monogramming</td>
<td>60%</td>
<td>10%</td>
</tr>
<tr>
<td>Spa</td>
<td>50%</td>
<td>27%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SOUTH</th>
<th>% rating this category “preferred” or “most preferred”</th>
<th>% rating this category “not preferred” or “least preferred”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company-branded</td>
<td>22%</td>
<td>36%</td>
</tr>
<tr>
<td>Food</td>
<td>60%</td>
<td>17%</td>
</tr>
<tr>
<td>Wine</td>
<td>60%</td>
<td>28%</td>
</tr>
<tr>
<td>Unique &amp; useful</td>
<td>79%</td>
<td>7.5%</td>
</tr>
<tr>
<td>Give back</td>
<td>47%</td>
<td>8%</td>
</tr>
<tr>
<td>Monogramming</td>
<td>51%</td>
<td>13%</td>
</tr>
<tr>
<td>Spa</td>
<td>43%</td>
<td>28%</td>
</tr>
</tbody>
</table>
## HOW MUCH TO SPEND BY REGION

*(the finer points)*

### MIDWEST

<table>
<thead>
<tr>
<th>Category</th>
<th>% rating this category “preferred” or “most preferred”</th>
<th>% rating this category “not preferred” or “least preferred”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company-branded</td>
<td>48%</td>
<td>26%</td>
</tr>
<tr>
<td>Food</td>
<td>65%</td>
<td>15%</td>
</tr>
<tr>
<td>Wine</td>
<td>65%</td>
<td>35%</td>
</tr>
<tr>
<td>Unique &amp; useful</td>
<td>90%</td>
<td>0%</td>
</tr>
<tr>
<td>Give back</td>
<td>60%</td>
<td>10%</td>
</tr>
<tr>
<td>Monogramming</td>
<td>65%</td>
<td>7%</td>
</tr>
<tr>
<td>Spa</td>
<td>36%</td>
<td>35%</td>
</tr>
</tbody>
</table>

### WEST

<table>
<thead>
<tr>
<th>Category</th>
<th>% rating this category “preferred” or “most preferred”</th>
<th>% rating this category “not preferred” or “least preferred”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company-branded</td>
<td>48%</td>
<td>29%</td>
</tr>
<tr>
<td>Food</td>
<td>53%</td>
<td>12%</td>
</tr>
<tr>
<td>Wine</td>
<td>59%</td>
<td>24%</td>
</tr>
<tr>
<td>Unique &amp; useful</td>
<td>82%</td>
<td>6%</td>
</tr>
<tr>
<td>Give back</td>
<td>56%</td>
<td>27%</td>
</tr>
<tr>
<td>Monogramming</td>
<td>41%</td>
<td>18%</td>
</tr>
<tr>
<td>Spa</td>
<td>35%</td>
<td>35%</td>
</tr>
</tbody>
</table>
HOW MUCH TO SPEND BY REGION

(the finer points)
Business gifting in the Northeast is more costly, with recipients reporting spending expectations $25-$50 higher than recipients in other regions.

On average, recipients in the West expect their business partners to spend the least on their gifts.

Gift recipients expect their business partners to spend the following amount, on average, for these types of gifts:
REGIONAL CONCLUSIONS

(the little things that count)
REGIONAL CONCLUSIONS: NORTHEAST
(bring your A game)

GIFTING IN THE NORTHEAST

If your business partners are in the Northeast, prepare to be fully caffeinated and limbered up because expectations are high and the competition is creative.

- Northeast gift recipients expect that their business partners will spend $125 on holiday gifts for them, the highest in the country

- Northeast gift recipients are 2-3 times more likely to report that other business partners are already giving “truly unique” gifts with “interesting stories I’ll remember”

- Food is an acceptable – but ho-hum – gift to Northeasterners, while gifts of wine will insult no one

- This is a region where creativity and even humor are most appreciated. So put on your thinking caps here, and if your gift has a give-back component, even better, since 60% of Northeasterners categorize such gifts as “most preferred”

- Despite the investment, your hard work will pay the most dividends in the Northeast. Northeasterners are tied with Southerners in reporting a change in behavior due to a business gift, and they’re also the most likely in the country to report being “satisfied” with a business gift

FOR THE NORTHEAST:

Carnivore’s Delight
Custom Cocktails
Cafe Autentico
REGIONAL CONCLUSIONS: SOUTH
(mind your manners)

GIFTING IN THE SOUTH

The good news is that recipients in the South don’t expect their business partners to spend as much money this holiday season as recipients in other regions. However, recipients in the South have a higher expectation that the gifts they receive will have been chosen “just for them.”

- Southern recipients are the most likely to be insulted by gift items from business partners that contain company branding

- Stay away from humor in the South – it’s a double-edged sword. Done well, your gift will be highly memorable; but because only 4% of business gifting in this region utilizes humor, the risk is high if the humor falls flat

- It really is the thought that matters in the South – selecting thoughtful items and adding a personal message is your winning strategy here. And your thoughtfulness will pay off, with 43% of recipients in the South reporting that they feel “more loyal to” and “more likely to do business in the future with” business partners after receiving a gift

FOR THE SOUTH:

The Cheese Course
The Savory Side
The Heights of Hospitality

Cafe Autentico
REGIONAL CONCLUSIONS: MIDWEST
(tough cookies, clear opportunities)

GIFTING IN THE MIDWEST

Midwesterners are the hardest to satisfy with business gifts, but the opportunity here is that the competition has dropped the ball in this region.

• A full 65% of recipients in the Midwest don't recall recent gifts from their business partners including a personal message

• 0% of Midwest recipients report receiving gifts that “gave back to the world in some way,” although 68% of Midwest recipients categorized such gifts as “preferred” or “most preferred”

• If you can’t gift items that give back in some way, food gifts are a safer choice than wine gifts in this region, since Midwesterners are the most likely to rate wine gifts as “least preferred”

• Budget $100 per gift, on average, in this region

FOR THE MIDWEST:

Eco Chic Entertaining
Chez Gourmet
Family Sundae Night
REGIONAL CONCLUSIONS: WEST
(feed their minds, not their bodies)

GIFTING IN THE WEST

As in the South, gift recipients in the West expect their business partners to spend only $75 on average. But while Westerners appreciate gifts from their business partners, they are least likely to report a change in behavior due to a gift from a partner.

- Don’t monogram – Westerners are the most likely to categorize gifts with their name or initials on them as “least preferred”

- Food gifts are less desirable to recipients in the West than in other regions, with nearly half rating food gifts as “neutral” to “least preferred”

- In fact, “consumables” overall (food & wine) are least impressive to Westerners

- Westerners are least likely to report that they’ve recently received a business gift they would call “unique” so here’s the opportunity in the West: seek out interesting and useful items, and plan to spend $75 on your gifts in this region

FOR THE WEST:

Metropolitan Martinis
Take a Personal Day
Whiskey Business
METHODOLOGY
(quantitative survey)

WHO
500 survey respondents:
  - Age 25+
  - Work full time
  - Received a gift from a business partner

HOW
Online quantitative research:
  - Respondents obtained while interacting with their preferred social networking site, ecommerce site, game or app
  - Screened for qualifications and inclusion

WHERE
  - Living in the United States
  - Roughly equal representation among all four regions — Northeast, South, Midwest, West

WHEN
  - September 14-17, 2017
Knack is a premier gift-giving website. We cater to discerning businesses who want to send unforgettable gift boxes to clients and employees.

KNACKSHOPS.COM
Talk to Us: 206-557-4525
Free personal concierge at help@knackshops.com