

WHY SHOULD I GIVE BRANDED GIFTS?

THE EFFECTIVENESS OF REMARKABLE CORPORATE GIFTS



How frequently would you say that you come across an item that's branded with a company logo? Now consider how frequently you end up using or wearing a corporate gift. Is it at least once a week, or maybe even on a daily basis?

HERE ARE A COUPLE OF STATISTICS YOU MAY FIND SURPRISING:

73%

of people say they use a corporate gifts at least once a week

45%

of people say they use those gifts at least once per day

Research shows that corporate gifts make a lasting impact on consumers.

IN ORDER TO BE SUCCESSFUL YOUR BRAND NEEDS TO BE SEEN.

Even better, seen continuously. Your brand and company needs to be brought up in conversations. You need to be noticed and remembered, and remarkable corporate gifts are a great way to accomplish this.

In this infographic, we'll address your questions and concerns in order to bestow the confidence you need to incorporate promotional products into your advertising strategy, and inspire ongoing brand recognition.

UNSURE OF WHERE TO BEGIN?

Lucky for you, we're experts in this field.

WHAT IS A CORPORATE GIFT?

Corporate gifts are logo decorated items that are used to promote a service, product, or program provided by your company.

Pretty simple, right?

WHAT IS THE VALUE OF PROVIDING CUSTOMERS, PARTNERS, OR EMPLOYEES WITH A CORPORATE GIFT?

Corporate gifts do so much more than simply show off your brand. These products are useful items that are retained and appreciated by recipients. They are used over and over again, meaning one investment in a branded product will be repeated in the minds of customers without an added cost to your company. That's pretty darn valuable, if you ask us.

High quality, well-crafted corporate gifts are cherished for much longer than a cheap alternative. Think of a truly great corporate gift as a legacy investment that's intentional and thoughtful.

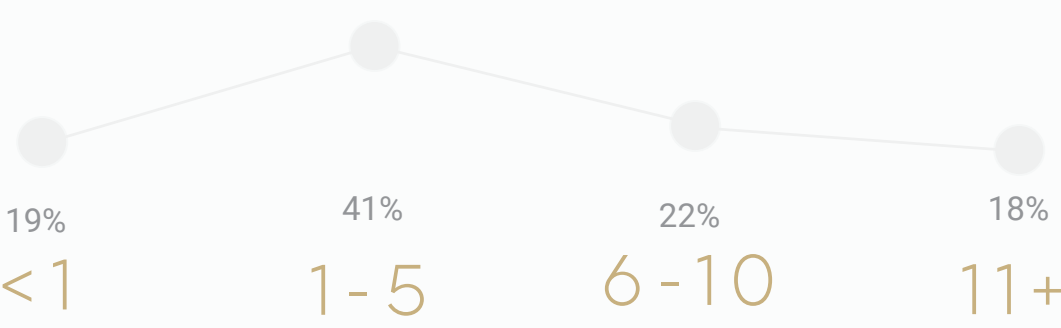
A great corporate gift represents the value of your brand's mission, and will be used for years to come by the recipient.

JUST TO HAMMER THIS POINT HOME:

81%

of people will keep a branded corporate gift for more than a year

TO BREAK THIS STATISTIC DOWN FURTHER:



★ PRO TIP

Note that with all of these percentages when an item is high-quality, durable, functional, and valuable to the recipient, the long-term statistics are increased. These are the points that we at Clove & Twine delivers with the corporate gifts we sell.

WHAT IF I'M UNSURE THAT MY COMPANY'S TARGET DEMOGRAPHIC WILL FIND VALUE IN MY CORPORATE GIFTS?

No matter what the demographic advertising with branded corporate gifts will be effective. The Silent Generation, Baby Boomers, Generation Xers, Millennials - all age groups respond well to corporate gifts.

In fact, corporate gifts are ranked the #1 most effective form of advertising to prompt action across all generations.

MAKE IT REMARKABLE

#1

most effective form of advertising

★ PRO TIP

No matter what your industry, remarkable corporate gifts are a beneficial investment. Any company that has clients, customers, employees, and/or partners will have a positive return on well planned gifts.

And yes, that's over television commercials, print, and online advertising.

Branded corporate gifts have the highest advertising recall than any other advertising method.



83%

recall of corporate gifts vs. 7% of commercials

When surveyed, just 7% of people could recall the name of an advertiser after viewing a commercial on TV compared to 83% that could recall them from a corporate gift.

★ PRO TIP

Imagine how these percentages will increase when recipients are given remarkable and high-quality branded goods. Consider how it reflects upon your brand when someone refers to a product with your logo that is interesting and reliable, that they are truly excited to talk about.

I DON'T EVEN KNOW WHEN I WOULD GIVE AWAY BRANDED CORPORATE GIFTS!

There are plenty of ways to utilize branded gifts as a way to promote your business.

THE TOP 10 WAYS TO USE REMARKABLE CORPORATE GIFTS ARE:

1 BRAND RECOGNITION	2 BRAND OR PRODUCT AWARENESS	3 CONFIRMING CORPORATE IDENTITY
4 CULTIVATING PUBLIC RELATIONS & GOODWILL		5 SUPPORTING CUSTOMER RETENTION THROUGH APPRECIATION
6 GENERATING SALES AND REFERRALS	7 STABILIZING EMPLOYEE LOYALTY & RETENTION	8 INTRODUCING NEW PRODUCTS
9 MOTIVATING CERTAIN BEHAVIORS & INCENTIVE PROGRAMS		10 ACQUIRING NEW CUSTOMERS

★ PRO TIP

People love free stuff. Get creative about the type of gifts you give, and when you give them. Here is more information about why valuable corporate gifts are effective.

WHAT IS THE ULTIMATE TAKEAWAY?

Remarkable corporate gifts work.

BRANDED GIFTS ALLOW A SINGLE INVESTMENT TO MAKE A RECURRING IMPACT ON THE RECIPIENT.



The best way to get even more bang for your buck? Reject the idea that gifting cheap swag will perform as well as the statistics report. Cheap corporate gifts do not represent the values of the brand you've worked so hard to establish. Choose corporate gifts that are valuable, remarkable, and that will be used and cherished for years to come. These are the products that make a real impact on the people you want to reach.

Ever gifting remarkably,
Clove & Twine

Sources:

http://www.promotionalproductswork.org/media/1199/law_2017propro-factsheet.pdf

<http://www.brandspiritblog.com/promotional-products-industry-facts-and-insights/>