

Call it what you will ...

advertising speciality items, *baubles*, *custom gifts*, **DOODADS**, *gadgets*, **GEWGAWS**, **IMPRINTED ITEMS**, marketing give-aways, **knickknacks**, **logoed items**, *novelties*, *stuff with your name on it*, *tchotchkes*, promotional products, *thing-a-ma-jigs*



Regardless of its name, shopping for something with your name or logo on it can be daunting. There are:†

- 5,000 suppliers
- 20,000 distributors
- 5,000 decorators and embroiders
- 8,000 digital, offset and large format printers
- 900,000 products
- \$25,000,000,000 annual worldwide sales



Top 10 Products for 2010†

- Shirts
- Bags
- Coffee/travel mugs
- Headwear
- Desk/office accessories
- Writing instruments
- Other wearables
- Computer related products
- Health and safety products
- Electronics

You are not so welcome...

Funny thing is, as large as this industry is, in part, it is restricted to distributors (like ETMG) to sell the majority of the products. When you go shopping on the internet, you only have access to half of what is out there. The promotional products industry does not want you to have access to everything. After all, every time you go direct, you take margin out of a distributor's pocket. But that's not the worst part. Product selection, price points, delivery options, and availability are largely throttled, making you a rather poor consumer, as aggressively as you attempt to shop.

† Source: Advertising Speciality Institute

We have a better idea...

We don't make our living selling ballpoint pens and t-shirts. We make our living providing you with complete solutions - writing/editing, production, project management, and the manufacturing and printing of collateral and promotional items. ETMG provides you with everything you need to bring your message to your client, prospect, and sales channel. At ETMG, we provide you with access to the entire promotional products industry. And the best idea, we work with our suppliers to give you solutions below retail price. We do the legwork. We negotiate the best deal for your campaign. We manage the entire process, so you don't have to.



Shop smart.

Time is valuable. To get to your perfect solution quickly, empower us to find you the promotional items that are perfect for your campaign. Working with your project manager, have the answers for the checklist below.

There are two pieces of data we simply can't do without. We must know both the quantity you need and your maximum budget. While we understand your hesitation to disclose your budget, given the enormity of the market, without such guidance, we stand no chance of even getting close. Many items can range in price from pennies to hundred of dollars. You may be thinking of a really nice gold-tipped ballpoint pen, and we are thinking of 19¢ Bic. Help us help you.



Identify your target audience (check all that apply)

- employee, people inside your organization
- existing client:
 - decision maker
 - influencer
 - unknown/all
- prospect; potential client or customer
- partner or distributor
- vendor—anyone that you outsource parts of your business to
- management, low and mid level
- senior management
- executive

Audience demographic

- Age: < 24 25 to 34 35 to 44 45 to 55 > 55
- Sex: Female Male
- Sophistication: low medium high
- Education level: low medium high
- Tech savvy: low medium high

Objective of the promotion (check all that apply)

- brand awareness
- thank you
- trade show/event give away
- functional work aid
- executive gift
- recognition

Promotion specifications

- Number of pieces: _____
- Budget per piece: _____
- Is kitting required (multiple pieces)? _____
- Date of final art: _____
- Date in hand: _____
- Delivery location: _____

Promotion imperatives

Are there characteristics of the promotion that must be adhered to (e.g. must be green, must use picture of VP's boat, must be all spot color, must be made in USA, etc.)?

Promotion killers

Are there characteristics of the promotion that must be avoided (e.g. no squeeze toys, nothing costing greater than \$5—looks wasteful, etc.)?

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