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The goal of our newsletter is to help our clients grow their business. Promotional products can increase awareness, name recognition and lead generation.

Premiums will improve customer loyalty, employee morale and productivity.

Spring/Summer 2005

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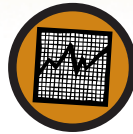
Trivia Time

ROUTE TO:

- _____
- _____
- _____

Promotional Times™

Information and Ideas for Improving Sales, Image and Profits



It's a Record

The Feb. 21 issue of Newsweek reported that businesses spent a record \$16.3 billion last year on trade-show giveaways like those personalized pens, key chains and letter openers that are probably sitting on your desk right now. "That's because they work," says a spokesperson from the Promotional Product Association (PPA).

PPA hired a research firm to question business people at airports to find out what they thought about the giveaways. One in three actually had an item with them. Roughly 75 percent had received a promotional item, and almost **80 percent remembered the company that gave it to them.** Compare that with the 47 percent who couldn't remember any advertiser in the newspaper they had read that same morning.

What are the most popular items these days? Memory sticks - those removable USB-port hard drives - and just about anything else related to computers, such as laptop lights and mouse pads. In order for a giveaway like this to work, "it really has to be useful," says the PPA spokesman. Just like all that other stuff in your pocket.

Call us for help in selecting a truly unique item that will make a long lasting impression!



Promotions

Simply Irresistible: Gift with Purchase

A national retail chain wanted to boost clothing sales in its stores for Father's Day.

A simple incentive offer did the trick. The store launched a major newspaper ad campaign offering a chic gift with a \$50 purchase over the week of Father's Day.



Shoppers received a personalized pen packaged in a handsome gift box, both of which were imprinted. Cost to the retailer was only \$3.50 per pen, but store sales shot up over 30%. The pen was so popular, customers asked to buy more - eventually 35,000 pens were used, carrying the store's logo far and wide.

Incentives and Rewards

Gifts or Cash?

Merchandise incentives are more motivational than cash, confirms a major survey commissioned by the Incentive Federation.

Employees enjoy merchandise awards because they are things they would not get for themselves, while cash is seen as part of one's salary.

To introduce its new line of bagels, Dunkin' Donuts® launched the "Brilliant Bagel Behavior" campaign for salesclerks. Those who convinced the most customers to try the new bagels won imprinted hats, T-shirts, and gym bags. Managers also presented rub-off prize cards for outstanding performance. In-store posters, pennant strings, and bagel flags added to the excitement.

During training sessions, each employee received a scratch off card good for instant prizes like mini-flashlights and stopwatch radios.

The promotion rose beyond Dunkin' Donuts'® expectations. In fact, **the company is now the nation's largest bagel retailer.**

Bagels reached 10% of total store sales within nine months and more than 50% of consumers are aware of the Dunkin' Bagel.



Put the "Fun" into Fundraising

So many good causes are competing for dollars these days. You can supercharge your fundraising efforts with creative premiums. Use them to thank donors for contributions, encourage higher donations, and recruit new members.

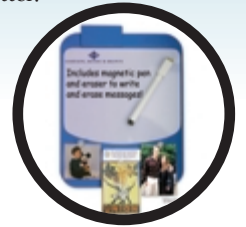
Hosting a fundraising event? One charity sent a special card along with invitations to its *black-and-white ball*. Those who donated more than \$500 could redeem the card at the ball for a stylish black-and-white toned watch for men and women. The watch, bearing the event's logo of a dancing couple, was so successful, the charity ended up ordering 1,000 more to sell later through the donor newsletter.

Many fundraising occasions feature a gambling theme. To attract new donors, capitalize on the latest poker craze. A university association targeted alumni with a "Poker Night," and handed out imprinted poker sets for the top *Texas Hold 'em* winners. Attendees bought tickets in advance or paid at the door, with everyone receiving a deck of cards bearing the event logo. Proceeds exceeded expectations by 30 percent, and the association plans a repeat in the fall.

It's important to offer some kind of appropriate gift to those who support your organization. Custom-shaped lapel pins are always appreciated. Be creative – an art museum thanked patrons of its annual fundraising party with imprinted butler trays. Guests enjoyed the convenience and planned to use them at their own events.

Another organization thanked donors with an attractive dry-erase message board imprinted with the words "Thank You," along with the charity's contact information. The board reminded donors of the charity all year long, and made it easy to contribute more.

Premiums provide endless possibilities to enhance your fundraising efforts. Please call us for ideas guaranteed to inspire generosity.



Lagniappe

(a little something extra)

Quotable Quotes

Focusing on competition has always been a formula for mediocrity. - Daniel Burrus

You have no control over what the other guy does. You only have control over what you do. - A.J. Kitt

I'm not in competition with anybody but myself. My goal is to beat my last performance. - Celine Dion

Don't be afraid to attempt something new. Remember it was amateurs who built the ark and professionals who built the Titanic.

- Unknown



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Raising the "Par"

Many businesses have found golf outings are a great way to generate camaraderie goodwill and networking among clients and employees.

Although a major tournament should be planned a year in advance, you can sponsor a smaller event with only a few weeks notice.

Ball Industries holds a five-day event for their best customers during the week of the *Masters* Golf tournament. The location is a resort

situated 30 minutes from the famous *Augusta National* Golf Course (home of the *Masters*). The company invites four new guests each day to a round of golf at the resort, followed by a night spent in a mansion situated on the 18th hole. The next day, the guests are shuttled to the *Masters*, where they watch the top golfers in the world play one of the greatest courses in the world.

When planning a golf outing, your first priority is selecting a date and locale. Then determine a budget, mail the invitations, and order your prizes and giveaways. Nothing beats the prestige of golf or golf-related products. Select imprinted items that are useful and will be seen (umbrellas, golf shirts, hats, towels) for years, giving your company additional exposure.

Don't forget when hosting an employee or community golf outing, handing out awards means more than just honoring the lowest score. You can increase the fun and excitement by including prizes for longest drive, closest to the pin, and even humorous awards for most turf dug up and most lost balls.

Golf outings generate enormous goodwill as well as long lasting advertising opportunities. Ask us for winning ideas that are *par-fect* for any budget!

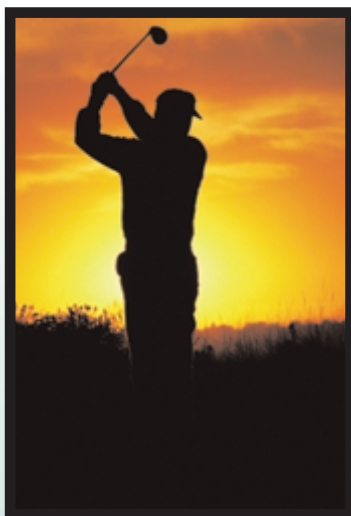
Golf Showcase

▶ **If the Shoe Fits:** Impress clients with a high-quality shoe bag featuring padded sides, a handle and shoe divider.

◀ **Got Game?** This new ball-shaped stress reliever, complete with dimples, can be used as a pre-event mailing or gift-bag goodie.

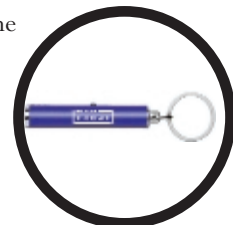
▶ **On the Mark:** They probably haven't seen this one yet - a magnetic removable golf-ball marker that slips over your shirt button.

◀ **All-in-One:** This classy gift set includes a golf towel, five tees, two markers, divot tool, and three balls in a deluxe gift box.



What's New and Hot

Rise & Shine. Put your name in lights with a Batman-like laser pointer. Your logo is inserted into the custom light beam, and the engraved silver barrel reiterates the company name.



Drink to Success. Looking for an outdoor promotion? This colorful fanny pack holds a water bottle and features two zipped pockets, a webbed pocket, and adjustable buckle strap.



Lip Service. A unique new applicator allows users to adjust the lip-balm level with only one hand. An excellent handout for summer events and tradeshows.



Combo Pack. They'll definitely remember you with this matching thermos and travel mug sporting your logo.



The Riddler

YOUR CHANCE TO WIN A FREE GIFT

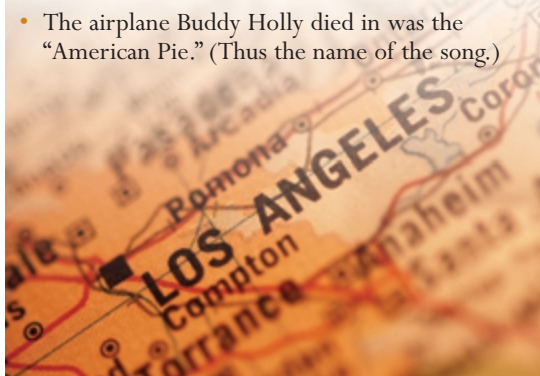
Q: Two words, my answer is only two words. To keep me, you must give me.

Note: The first five people to correctly answer the riddle will win a free gift. Call or fax your answer (see form on back).



Trivia Time

- In every episode of Seinfeld there is a Superman somewhere.
- Average life span of a major league baseball: 7 pitches.
- A duck's quack doesn't echo, and no one knows why.
- No NFL team which plays its home games in a domed stadium has ever won a Super Bowl.
- Reno, Nevada is west of Los Angeles, California.
- Elephants can't jump. Every other mammal can.
- The airplane Buddy Holly died in was the "American Pie." (Thus the name of the song.)



Dear Addy,

ANSWERS TO YOUR PROMOTIONAL QUESTIONS

Q: Nurses at our hospital took on an extraordinary amount of overtime during a budget crunch last year, and we'd like to thank those who worked the extra hours. Any ideas?

A: Present them with a watch bearing the hospital's name or one of the new cool-looking light pens. Both items are very useful and will show your appreciation for years to come.

Q: I run an auto parts and service shop. I'm looking for an inexpensive premium that will serve as a "thank you" to customers and also increase future business.

A: Give each customer a *Dash Pad* imprinted with your logo and phone number. The foam pads naturally adhere to the dash and keep items such as phones, glasses and coins from rolling under the seat. Most drivers don't have this item, and will appreciate and use it. Then when they need your services again, the phone number is right there.



Please copy and fax or mail your request

**Do you enjoy reading our newsletter?
Call, fax or email us with your comments.**

This Newsletter Provides Information and Ideas for Improving Sales, Image and Profits.

Want to make your next promotion a success?
Please contact us at:

480-786-0773

Fax: 480-786-5460

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www.taylormadepromotions.com

I'm interested in:

- Direct Mail Tips New Products
- Fund Raising Ideas Employee Motivation
- Tradeshow Giveaways Golf Outings
- Incentives/Awards Sales Promotions

I need: literature pricing samples of these products: _____

Contact _____

Company _____

Address (if different from addressee) _____

City/State/Zip _____

Phone/Fax/Email _____

Riddle Answer _____



2580 West Erie Street
Chandler, AZ 85224

- I need help with a promotion, call ASAP!
- Send me a new catalog and information on any specials.
- Thanks for the tips. Please keep me on your mailing list.