

Better Connections

By Glenn Sharp

A well thought out and effectively targeted campaign not only creates a better connection, it can even help redefine a brand or open up new markets. Research conducted by APPA shows that the current generation of consumers appreciates promotional products more than any generation before because they offer a tangible value-add to their purchasing experience. A message passes from the brand to the consumer that says: "We are rewarding your brand loyalty. Thank you!"

Recent research supports this:

- 75 percent of human resource managers surveyed are using promotional products in recognition programmes
- 72 percent of marketing and HR managers say promotional products are very effective in motivation and retention of staff
- 100 percent of advertisers said adding a promotional product returned a favourable response to their campaign
- 69 percent of advertisers said promotional products increased brand interest
- 84 percent of advertisers said promotional products created more favourable impressions of the brand itself.

Ref:



The logo for Sharp Impressions, featuring the word 'SHARP' on the left, a large white exclamation mark in the center, and the word 'IMPRESSIONS' on the right, all in a bold, sans-serif font.	<p>GLENN SHARP Principal E: info@sharpimpressions.com.au P: 0411 554 554 F: 9335 9000 19/21 McCabe St, Nth Fremantle WA 6159 www.sharpimpressions.com.au</p>	The logo for the Australasian Promotional Products Association (APPA), identical to the one shown above.
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