



brand growing

ideas

USING THIS GUIDE



HOW TO MAKE THE MOST OUT OF THIS GUIDE

The best promotional campaigns don't just happen. They need a little thought, some considered planning, and time. Here's a few simple steps to follow, to help us work with you to maximise the effectiveness of your next campaign.



1. WHAT HAVE YOU GOT IN MIND?

What sort of promotional activity are you planning?
What are your objectives for the promotion?
Information like this really helps us narrow down the most appropriate and relevant options.

2. CAN WE CHECK OUT YOUR LOGO?

At this stage, a quick look at your logo will let us know if there are any limitations to what we can do. Just what is the best way to reproduce it? We'll advise you well in advance of what's possible.

3. HAVE YOU FOUND SOMETHING THAT YOU LIKE?

It's always a good idea to tell us about it – why do you like that particular product? This information helps us customise the product in the most effective way, and even suggest some other ways you could achieve a similar, or even improved, effect.

4. WHAT'S YOUR BUDGET?

Even if it's only rough, an idea of your budget per item makes a big difference to just what products we'd recommend. There are literally thousands of products to choose from, so knowing how much you want to spend in advance will really save you time.

5. WHAT KIND OF NUMBERS ARE WE TALKING?

With a large enough quantity, you might be able to save some money by having it produced offshore. An idea of scale also helps us give you an estimate of production times.

6. HOW WOULD YOU LIKE THE PRODUCT PACKAGED?

You know what they say – presentation is everything. And we can give you plenty of great ideas to improve the initial impact of your piece.

7. HOW ARE YOU INTENDING TO DISTRIBUTE THE PRODUCT?

Do you need to send the products anywhere, or will you hand them out internally? With an international distribution network, we can help.

8. HOW MUCH TIME HAVE WE GOT?

Your time frame dramatically affects our operation. For instance, it will indicate if the product can be produced offshore or not.

9. WHO IS THE PRODUCT FOR?

The target audience will of course determine the suitability of different products.

10. ARE THERE ANY SIZE CONSTRAINTS?

Does the product need to fit into an envelope, perhaps? Or is it for a trade show where you don't have much storage space? Or can we do something on a grand scale? The choice is yours.

SENDING US ARTWORK IS SIMPLE

The best way to supply artwork is with an .eps file with text converted to curves and unlocked. But please be sure to attach a .jpg or .pdf file as well – it's a safeguard that ensures you're sending exactly what you intended, as many of our customers can't open artwork files.

THERE'S MORE THAN ONE WAY TO ATTACH A LOGO

'**Decoration**' is the way we refer to the various methods of applying a logo to a product. There are indeed several options, but you can count on our experience to point you in the right direction.

Take a look at some of these decoration options below:

Embossing: We usually use this method on leather products. It provides an indentation on a product.

Screen printing: This process is most appropriate for bags, clothing, compendiums, mugs and so forth.

Pad printing: This is exactly what it sounds like – we use a pad to imprint logos on smaller items like pens.

Laser engraving: Mainly used on metal, however, wood and leather items can be engraved also.

Embroidery: It's most appropriate for clothing, but embroidery can also be used on any product that can fit into an embroidery frame such as sports bags.

Of course, there are many more methods available, but these are the most common. We can of course advise you on the best method for your brand, and the product/s you select.

THE SCOPE OF PROMOTIONAL PRODUCTS

There are all sorts of reasons to use promotional products. You may want to raise awareness of your company in a certain demographic, increase traffic at a trade show, or boost sales. Perhaps you're looking to provide staff incentives, or just want to say thank you.

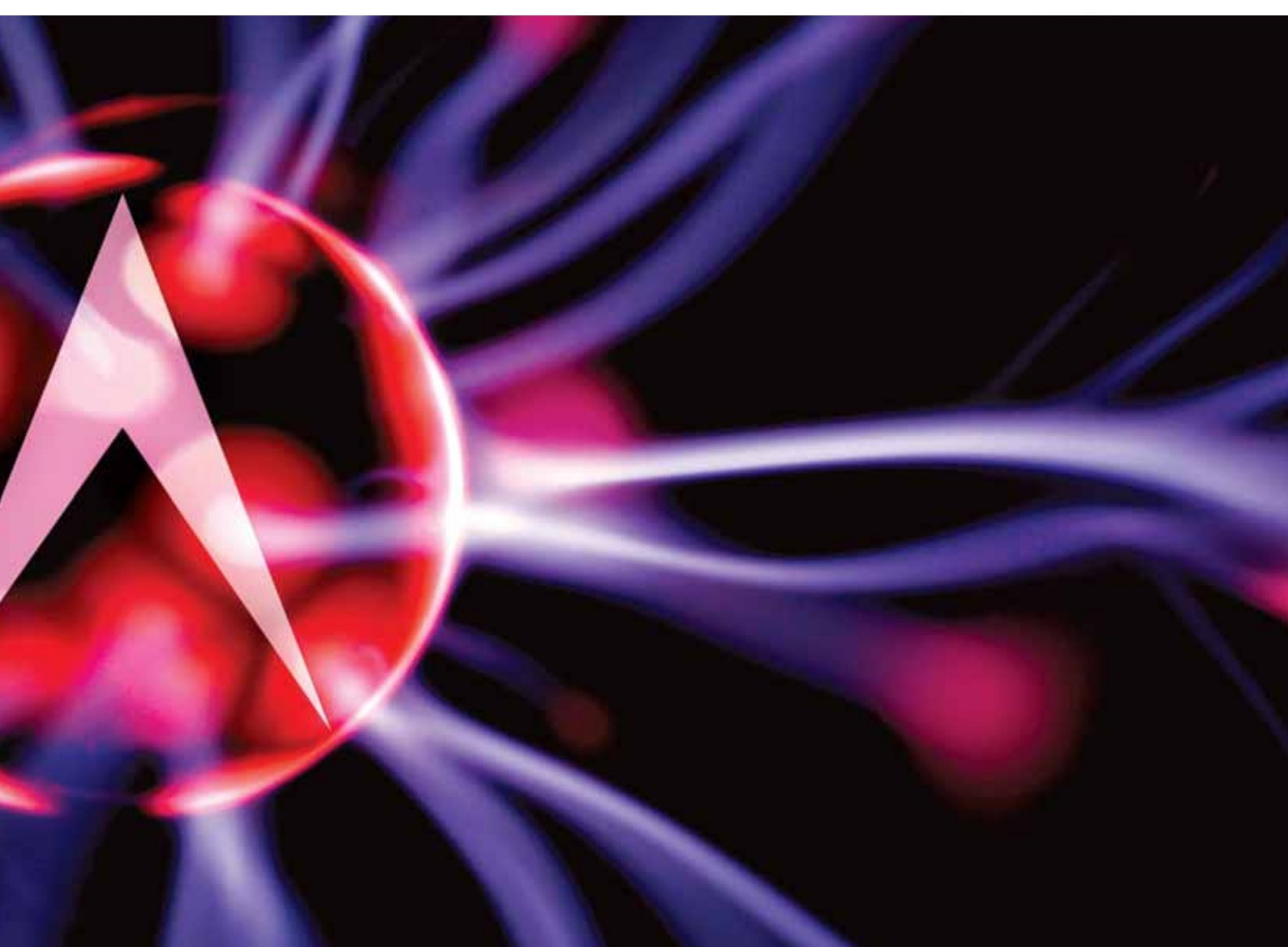
Whatever the reason, teaming your brand with a relevant promotional product is a great way to get remembered. In fact APPA has recently carried out some research which found 76.1% of respondents remembered the advertiser's name on a product they'd received in the last 12 months. But in comparison, only 53.5% of newspaper readers surveyed could recall a single advertiser's name in the paper.

Promotional products work. So take a look through this guide, then give us a call – and let us show you how they can work for you.





POWERFUL CONCEPTS



Building Better Partnerships

At Sands Promotions we make sure that our clients look good by understanding the roles and responsibilities they have within their organisations and partnering with them in the brand growing process to achieve their desired outcomes. Our understanding of individual problems, a real interest in achieving results and a creative outlook to every request means more and more of our clients benefit from the Sands Promotions difference.

The Promotional Product medium is the only form of advertising that people actually say “thank you” for, delivering impact and longevity in a market cluttered with communication messages. Unlike traditional media such as print or TV, there's nothing quite like a surprising gift, reward or premium item to provide strong cut through and long lasting brand equity. In this way, promotional concepts can generate enormous goodwill and offer tightly targeted messaging in ways that most traditional media just cannot match.

Powerful Concepts - Effective Outcomes

From Brand Managers and Marketing Directors to Multinational Corporations and Organisations, we're often called upon to deal with complex, demanding and sometimes unusual problems. Yet from local events to major national projects, we see every client request as an opportunity to provide a creatively different solution. In short, we apply creative thinking rather than simply supply an 'off-the-shelf' package.

Our team is always happy to offer advice, creative input and even answer technical questions to ensure your big idea comes to life in a powerful, creative and effective way. From one-off items to commemorate long service, gifts or rewards to complete promotional campaign ideas, our team can help source a range of items that will work beautifully, both as individual pieces or as a complete themed 'set' if required.

Our consistent attention to detail and focus to deliver fresh, innovative solutions makes for a rewarding experience in every sense of the word. As well as delivering for our clients, Sands Promotions are consistently recognised by our peers, the Australasian Promotional Products Association for pushing the boundaries of excellence. Testament to our skills in this area Sands have been awarded ten prestigious APPA Pyramid Awards in the past 8 years, making us the most consistently awarded company in Australia and New Zealand. Reward for our strong belief in the need to provide clients with innovative, tailored solutions.





Worldwide Alliances

Although we're proudly Australian owned and operated, our operations now cover the whole world. From Las Vegas to Hong Kong and everywhere in between, we'll not only source and handle promotional items, we'll look after the logistics too.

As members of the Professional Promotional Alliance, a group of the leading Promotional Product companies in the region, we work jointly to establish industry best practices by sharing our ideas and constantly refining our systems.

Many international clients have come to us to help arrange and co-ordinate special events and opportunities in Australia. And thanks to our global network of alliances, we'll ensure you get a fair price and outstanding service at all times, the latest product innovations and reports, ideas and trends from global trade shows.



Focused on the end product

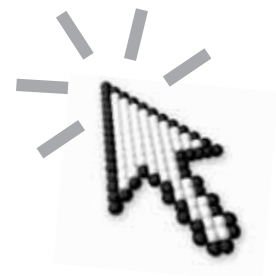
Many clients have said that they like the fact that we're proactive rather than reactive. In fact, it's one of the main values that sits at the heart and soul of our company. Our knowledge of Promotional Products is unsurpassed in the industry. Between our seven key team members we have 128 years experience in Promotional Products and Business Gifts, no other company in Australia can offer this much experience.



In addition to the dealings with suppliers we have to know all the "ins" and "outs" of every aspects of the industry. From decoration techniques, packaging and warehousing through to fulfilment and distribution we cover every tiny detail. With the best IT systems in place administered by the most experienced team in the business, Sands Promotions have state-of-the-art procedures to ensure we deliver your job as ordered, on time, every time. We strive to add value to our clients projects wherever we can – no matter how large or small.

Where the difference begins

To find out more about what Sands Promotions can offer you, why not start with our website? For many clients, it's their first stop for an idea. Although it offers thousands of promotional ideas, it has been designed specifically to be fast, simple and very user-friendly. From custom searches to quotes, it's your one-stop-shop for everything you could possibly want. Or why not call us direct to speak to one of our experienced, friendly account managers to see how we can help you. We look forward to being able to show you how Sands will make a difference.



www.sandspromotions.com.au