



Promotional Merchandise

Your Ultimate Guide

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85% of worldwide consumers remember the advertiser that gave them branded apparel.

*2019 ASI Ad Impressions Study

What are Promotional Products?

Promotional Products, also known as branded merchandise are items decorated with a company's name, logo, or message that are given away to promote a company, corporate image, brand or event.

They can range from wearable goods like hats or t-shirts to household items like pens, mugs and key-rings.



[Explore the product range](#)

Why do Promotional Products work?

- ① They increase brand awareness
- ② They offer cost-effective marketing
- ③ They create positive brand associations



Shop promotional bags

The Psychology behind Merch

Reciprocity: Gift promotional items to stimulate a give-and-take dynamic with your audience.

Zero Price Bias: "Free" is more compelling than "cheap." Free items have a unique appeal.

FOMO: People hate missing out, especially on freebies. Harness this fear to drive action.

Social Proof: Seeing a product with your logo in use promotes trust in your brand.

Endowment Effect: Owning a product increases its perceived value. Gifts with your logo foster brand connection.

Mere Exposure Effect: Familiarity breeds preference, making repeated brand exposure a key strategy for gaining audience affinity.



72%

believe that the quality of the promo equals the reputation of the brand

83%

of people like receiving promotional products

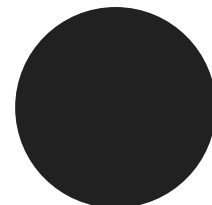
*2019 PPAI Consumer Study

Common Uses

- Staff uniforms
- Giveaways for events/conferences
- Employee appreciation
- Used in daily operations
- Fundraising for nonprofits
- End of year corporate gifting
- Community awareness campaigns
- Appreciation gifts for customers/clients
- New product launches
- Sales reactivation
- Gift with purchase

Common Goals

- Brand awareness and recognition
- Referrals and sales growth
- Cultivating corporate culture and identity
- Employee/customer appreciation
- Behaviour/Incentive programs
- Public relations
- Market expansion



What makes a good promotional product?

It's useful to the recipient

- The item has a practical purpose, promoting frequent use
- It's designed with the user in mind
- It's simple to use and understand

It compliments your brand's values and personality

- The product quality reflects your brand
- It aligns with the brand's colours and aesthetic
- It matches your sustainability commitments if necessary

It's good value for money

- The item offers longevity, ensuring long-term visibility
- It delivers a return on investment in terms of brand awareness and recall
- The cost per impression is low

It helps to achieve your business goals

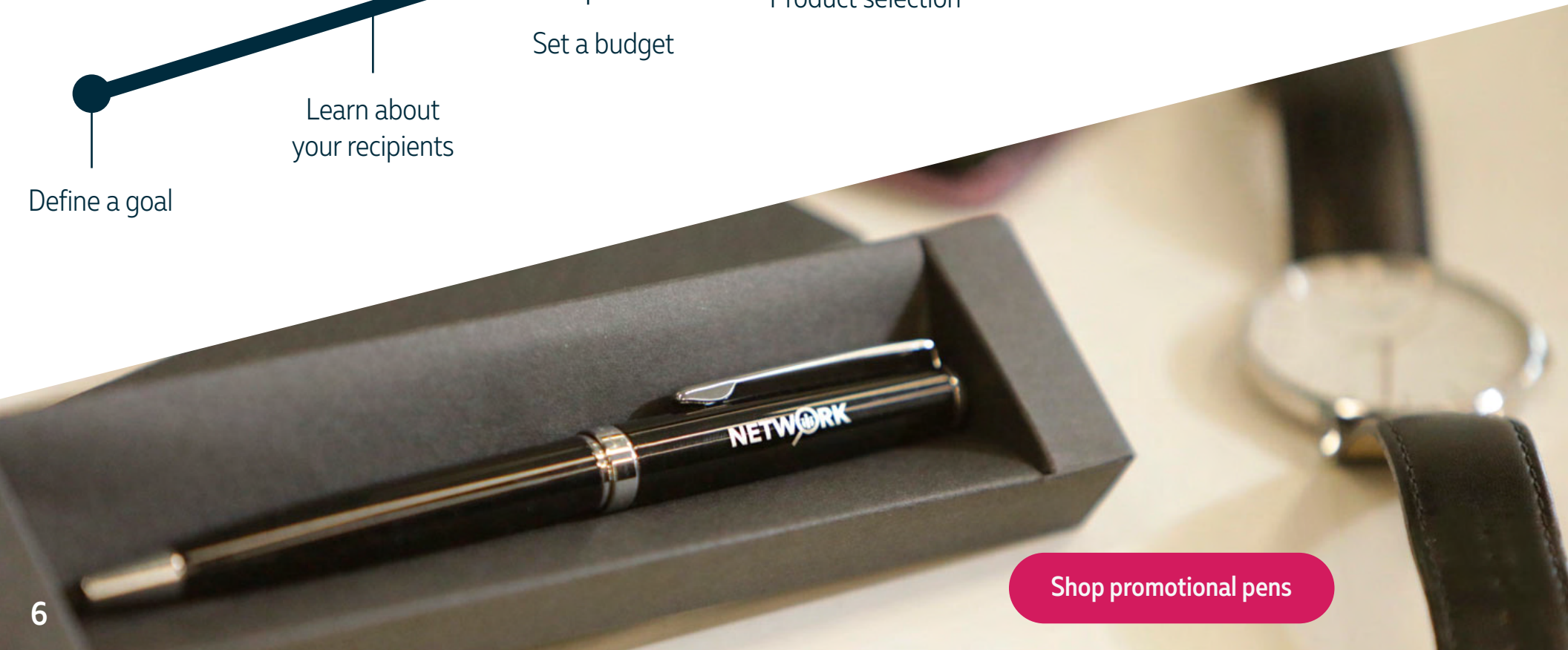
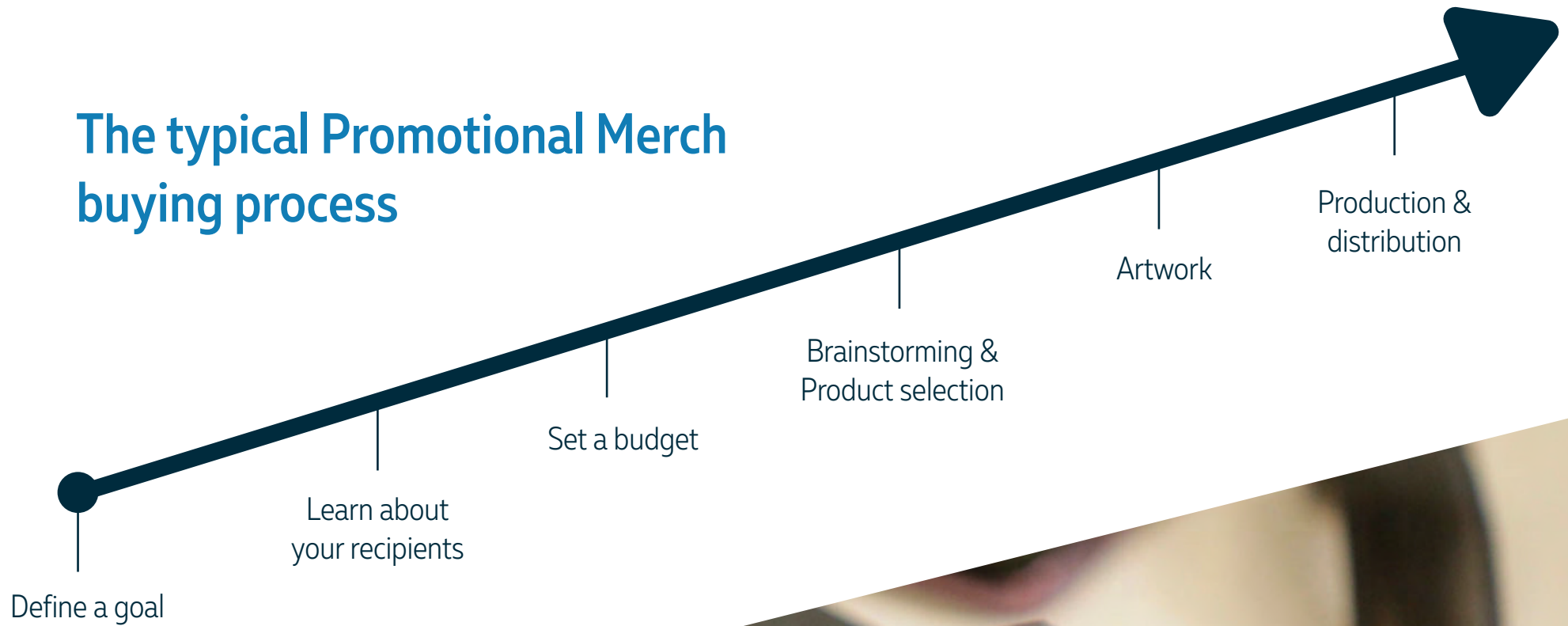
- The product drives the desired action e.g. website visits, sign ups or event attendance
- It boosts brand recognition and recall
- It fosters customer loyalty

It gets seen a lot and by the right people

- The item is used or visible in places where your target audience is likely to be
- It has shareability, making it more likely to be passed on or seen
- It's designed with an eye-catching or memorable aspect



The typical Promotional Merch buying process



[Shop promotional pens](#)

Popular decoration methods



Pad Print *Popular*

- Ink transferred with silicone pad
- Can be used on variety of surfaces
- Cost-effective



Digital Printing/maxiCOLOUR *Popular*

- Can print unlimited colours and even photographs
- Now more affordable with new technologies



Screen Print *Popular*

- Ink transferred through screen onto product
- Cost effective for large orders
- Creates bold and vibrant colours



Sublimation Print

- Full colour printing where heat turns ink into gas
- Permeates material so it is apart of it rather than sitting on top



Rotary Digital/Rotary Print

- Ink transferred while product rotated for larger decoration
- Spot colours or unlimited colours depending upon product



Debossing/Embossing

- A raised or recessed design into the surface of the material
- Gives a high-end luxury feel

Popular decoration methods



Embroidery *Popular*

- Threads stitched directly into the product
- Typically used on wearables
- Gives a premium finish



Epoxy Dome

- Resin based technique that leaves a raised dome shape
- Unlimited colours
- Glossy and durable finish



Laser Engraving *Popular*

- Uses a laser to etch designs directly into product surface
- Permanent and high quality
- Gives a sophisticated finish



Full Colour Stickers *Popular*

- Printed sticker applied to product
- Unlimited amount of colours
- Low cost



Mock Etch

- Printing technique that mimics the look of etched glassware
- Subtle and elegant
- Cost-effective



Supasub/Supaetch/Supaflex

- Creates a badge that is attached to product
- Unique style and retail look
- Ideal for wearables

Do's And Don'ts Of Promotional Merch

Do's

- ✓ Give yourself time
- ✓ Incorporate your logo and company name
- ✓ Design with your target audience in mind
- ✓ Include information that helps you reach your goal
- ✓ Match your brand guidelines
- ✓ Ensure the products are practical

Don'ts

- ✗ Overload your design
- ✗ Ignore your target audience
- ✗ Forget about sustainability
- ✗ Use low quality products that reflect poorly

74%

say Promotional Products make their experiences much more memorable.

*2019 PPAI Consumer Study

What is commonly shown on Merch?

NAME	BRANDING
LOGO	
SLOGAN	MESSAGING
TAGLINE	
WEBSITE	CALL TO ACTION
SOCIAL MEDIA	
CONTACT	
DIRECTIONAL	
HASHTAG	



Shop promotional eco cups

81% of people keep promotional products for more than a year



How to identify what's working?

- Get direct feedback by asking or surveying your product recipients
- Look at key metrics: sales, leads, interactions at a trade show etc.
- Ask your staff their opinions on how the items are being received
- Setup dedicated tracking on specific phone numbers or QR codes
- Call to action success: hashtag uses, web page traffic, webinar sign ups etc.
- Evaluate based on cost per impression (see next page)

[View travel mug options](#)

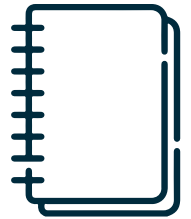
Cost Per Impression

Cost Per Impression (CPI) is typically one of the best KPI's to compare the effectiveness of Promotional Products.

Cost Per Impression = Cost Of Product / Number Of Impressions

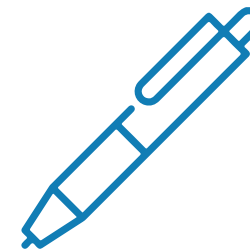
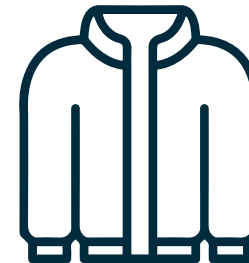
If a bottle costs \$10 and generates 2000 impressions that's a CPI of $\$10 / 2000 = \0.005

The below popular categories all have low CPI's due to their frequent use and practicality.



Popular Categories

- Drink Bottles
- Bags
- T-Shirts
- Pens
- Caps
- Coffee Mugs
- Polo Shirts
- Reusable Coffee Cups



Promotional Merchandise Trends

Quality is more important than ever

- Better products get used for longer and seen more
- Consumer preferences are moving towards less items but higher quality
- Further supported by push for more sustainability

Sustainable product demand continues to grow

- Younger generations are choosing products that are more sustainable and expect brands to do the same
- Increase in options has also pushed this trend

Create social share worthy artwork

- Beautiful artwork can attract influencer marketing and get more eyeballs on your logo
- User generated content is more important than ever and offers bonus reach for your marketing
- Ditch the logo slap and create something beautiful

Digital Complimenting Physical

- Omni-channel marketing is critical to success in the modern marketing landscape
- QR code popularity allows you to seamlessly combine digital and tangible merch





Let's create beautiful merchandise for your brand together

Get in touch with an expert

Email: sales@promotionproducts.com.au

Telephone: 1300 303 717

You're now ready to put some of these insights into action. Together we can transform your brand into something memorable for your audience - forging an enduring connection.

Your brand deserves the best, make the choice today to create tangible experiences. Let's do this together.