Getting Started

PROMOTIONAL PRODUCTS WORK! WEEK IS ALL ABOUT BUILDING--AND PROMOTING--YOUR BUSINESS.

Promotional Products Association International (PPAI) is celebrating “ADVERTISING THAT LIVES ON” this year by focusing our attention on the buyers. This annual event serves as a cornerstone for recognizing the importance of working with promotional products professionals, while creating awareness for promotional products as a powerful and effective marketing and advertising medium.

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OUR MISSION...is to celebrate the crucial role promotional products and skilled industry professionals like you play in all aspects of advertising, marketing and business.

OUR PURPOSE...is to demonstrate the importance of promotional products as an effective advertising medium and marketing tool, as well as to support you, the promotional products experts, as the best source for designing and implementing creative, successful campaigns.

OUR VOICE...represents the entire promotional products industry—large and small companies, regional associations, distributors, suppliers, business services providers and multiline representatives—working together to demonstrate the power, value and effectiveness of promotional products everywhere.

OUR GOAL...is to demonstrate the importance of promotional products as an effective advertising medium and marketing tool, as well as to support you, the promotional products experts, as the best source for designing and implementing creative, successful campaigns.

This is quick guide on how you can contribute and benefit from our industry's biggest week of the year – ACT NOW!

“Promotional Products Work! Week unites the industry with one mission, one purpose and one voice.”
- Paul Bellantone, CAE, PPAI President and CEO

BE BOLD! THINK BIG!

JUMP INTO PROMOTIONAL PRODUCTS WORK! WEEK
Day By Day

1 DAY ONE: KICK OFF THE WEEK STRONG!
Stage an open house, a meet-and-greet, a company tour or lunch-and-learn.
Invite your customers, prospects, local media, government officials and dignitaries.
Collaborate with suppliers, manufacturers, distributors and regional associations.
Plan a party, save the date, collect RSVPs, put on the ritz!

2 DAY TWO: ADVOCATE FOR THE INDUSTRY!
Offer to speak at colleges, clubs or business groups about careers, entrepreneurialism and the power of promotional products.
Put on a promotional products “show-and-tell” at a local chamber of commerce, Rotary Club or business/professional group.
Host a live webinar or social media event.
Plan it, promote it and pull it off with panache!

3 DAY THREE: REACH OUT FOR A GOOD CAUSE!
Designate a day of service to support a local charity, school, the military, a homeless shelter, etc.
Volunteer your time or donate promotional products.
Do a “show floor round-up” and donate the leftover products.
Raise awareness and money for a good cause!

4 DAY FOUR: GET ON YOUR SOAPBOX!
Study up on PPAI’s “Little Black Book” of industry data, and share our impact on the economy with legislators, politicians and government officials.
Write letters, send emails, post blogs or leave online comments supporting our positive contributions.
Honor a local official with an award ceremony, press release and media photo op. Request a city or state PPW! Week proclamation.
Go to city hall or your state capital and share a display, hand out information and stump for our industry!

5 DAY FIVE: THANK YOUR CUSTOMERS!
Partner with other industry suppliers or regional associations and host a major customer appreciation day.
Personalize products as thank-you gifts.
Send handwritten thank-you notes, hand-delivered themed baskets or unique promotional packages.
Distribute the fact book and promotional product kits to local media!
Celebrate with a cake, hire a band, serve refreshments—distribute (what else?) promotional products!

BE BOLD! THINK BIG! GET STARTED!
Tips for a Successful Week

CREATE THE RIGHT ATMOSPHERE
Decorate your office and the entire facility with posters, banners and balloons created for Promotional Products Week. Hang posters and banners early to generate excitement for the celebration to come.

HOST FESTIVE GATHERINGS
Open houses, tours, lunch-and-learns and receptions are a great way to gather your customers, clients, local officials, distributors and buyers, suppliers and multiline reps together and show them that you appreciate their business and support. Start the week with a kick-off breakfast. Invite senior management to discuss the role promotional products and the industry at-large play in creating solutions and success in your community, state, nation and around the world. Then, wrap up the week by hosting a special lunch or dinner.

COORDINATE YOUR MATERIALS
To create a really effective event, coordinate all of your materials. Use the official Promotional Products Week colors for your decorations. Use color-coordinated paper products for all of your collateral and products. Give gifts imprinted with your logo and the official Promotional Products Week logo. And, of course, those gifts should be in color-coordinated gift bags.

GET ON YOUR SOAPBOX
This is the perfect time to let everyone know about the promotional products industry, your company and the impact you have on the economy, jobs and the community. Share information from the PPAI “Little Black Book” on the positive effects of the promotional products industry has on your state and the U.S.

ACKNOWLEDGE SUPPORTERS
Award Certificates of Appreciation, Legislator Awards and small commemorative gifts, like a product from your premier product line, to those unsung heroes from the halls of government who make a great effort to support your business.

LEVERAGE THE THEMED DAYS
The key is to use the theme in your outreach, messaging, activities and products.

EDUCATE
Organize lunch-and-learn sessions to present new and trending products. Use PPAI research to make your case and Advocate™ for the industry. Present your case at business and community group meetings, and at college marketing classes. And because it’s a special week, start each session with an icebreaker like Pick Your Pocket/Pocketbook where participants look for promotional products in their purses, pockets, etc. Then, hand out Promotional Products Week! Week products imprinted with your logo and a research fact on the effectiveness of promotional products.

THANK YOUR CUSTOMERS
Send handwritten thank-you cards to each of your customers. For maximum impact, include a personalized product or gift imprinted with their name and/or logo.

**Send us your Promotional Products Week! Week success stories, videos and pics; and we’ll post them on our social media pages. Contact PPAI for more ideas—and make Promotional Products Week! Week work for you!
FAQs

WHAT IS PROMOTIONAL PRODUCTS WORK! WEEK?
PPW! Week is all about building—and promoting—your business. This annual event serves as a cornerstone for recognizing the importance of working with promotional products professionals while creating awareness for promotional products as a powerful and effective medium.

WHY SHOULD YOU PARTICIPATE?
Promotional Products Work! Week provides a unique opportunity for promotional products professionals and companies around the globe to join in a celebration of the important role promotional products and skilled industry professionals like you play in all aspects of advertising, marketing and business.

The five core goals of Promotional Products Work! Week are:

1. Increase awareness
2. Build business
3. Promote loyalty
4. Gain exposure
5. Show pride

WHO CELEBRATES PROMOTIONAL PRODUCTS WORK! WEEK?
Each year, thousands of companies across the United States and around the world are encouraged to celebrate Promotional Products Work! Week. They represent distributors, suppliers, multiline representatives, business services providers and regional associations.

HOW DO I CELEBRATE PROMOTIONAL PRODUCTS WORK! WEEK?
Different organizations will celebrate in different ways, with everything from elaborate weeklong events to simple cake and coffee meet-and-greets. Refer to and check back at www.promotionalproductswork.org/week for ideas, tips, resources and tools for a successful event and week.

NOTE: Send us your Promotional Products Work! Week success stories, videos and pics and we’ll post them on our social media pages. Be sure to follow all the action on the Promotional Products Work Facebook and @PromoProductsWk Twitter pages. Contact PPAI for more ideas and make Promotional Products Work! Week work for you!
Promotional Products Work! Week is a promotional products industry event aimed at demonstrating the effectiveness of promotional products.

Promotional Products Work! Week, founded by Promotional Products Association International (PPAI), is an industry-wide event dedicated to demonstrating the importance of promotional products as an effective advertising medium and communications tool, as well as working with promotional products experts to design and implement creative and successful campaigns. To be celebrated annually, the week-long event is designed for the entire industry – large and small companies, regional associations, distributors and suppliers, business services providers and multiline representatives – to get behind an industry-wide movement in support of demonstrating the power, value and effectiveness of promotional products.

Promotional Products Work! Week Goals

- Ensure that the promotional products industry remains vibrant and dynamic
- Empower promotional products professionals to educate current and prospective clients and communities about the power of promotional products
- Work with regional associations to energize and localize campaign penetration into all markets
- Recognize businesses that creatively use promotional products in successful marketing communications campaigns
- Reach national and local legislators to share the strength of the industry and its impact on the U.S. and global economies
- Inform colleges and universities
- Unite the industry, boost morale and motivation
- Raise awareness, educate, inform and recognize
- Increase the use of promotional products

Promotional Products Work! Week is targeted to reach key audiences and feature a variety of activities such as: open houses, factory tours and hospitality events; new client prospecting and lead generation; ADvocate day focusing on community, colleges and business groups; legislative action and advocacy and customer appreciation.

Businesses, now more than ever, can look to promotional products as the most cost-effective way to reach a targeted audience in a tangible, long-lasting and memorable manner. In fact, 88 percent of people can recall the company and brand on their promotional product and 59 percent have a favorable impression of the advertiser, while 83 percent of people like promotional products and 47 percent keep them for one year or longer.

PPAI invites the entire industry to join in the celebration of Promotional Products Work! Week in support of the viability, visibility, credibility and community of the promotional products industry.
BE BOLD! THINK BIG!

TO GET STARTED

VISIT:

www.promotionalproductswork.org/week

Or Call PPAI

888.I.AM.PPAI (426.7724)

About PPAI

Promotional Products Association International is the world’s largest and oldest international not-for-profit promotional products association with a 113-year history of serving a membership that has grown to more than 11,000 corporate members; and advocating for the $20+ billion promotional products industry with its more than 33,700 businesses and more than 500,000 professionals.

For more information about PPAI or Promotional Products Work! Week, visit www.ppai.org/events or call 1-888-I-AM-PPAI (426-7724).
Promotional Product Trends: A Quick Breakdown

A snapshot of the buying habits and preferences for promotional products among ad agencies and corporate advertisers.

96% purchased promotional products in the past year.

75% of buyers purchased three or more times during that time.

52% of project budgets/campaigns include promotional products.

8 in 10 purchase promotional products from promotional consultants.

Most frequently purchased categories:

- Apparel
- Writing Instruments
- Sporting Goods
- Leisure Products
- Travel Accessories

Promotional products are seen as strong influencers of brands:

- Brand Recognition: 66%
- Brand/Product Awareness: 58%
- Corporate Identity: 55%
- Increase Good Will: 51%
- Brand Recall: 42%

74% say promotional products are either effective or extremely effective.

Promotional products are often used in conjunction with:

- Trade shows
- Print
- Social media

7 in 10 have used promotional products in stand-alone campaigns.

6 in 10 have included them as part of advertising campaigns.

More than half of promotional products were mailed as a result of campaign design.

Nearly all agencies and advertisers customized or imprinted the products.

88% recommend using promotional products.