

ACHIEVING THE Perfect Marketing Mix

To create the perfect marketing mix you will need:

- ✓ 150g of inspiration
- ✓ 150g of knowledge
- ✓ 100g of experience
- ✓ 100g of skill
- ✓ A handful of strategy

To finish

- ✓ A large pinch of creativity

TV TV + promotional product = increased message credibility and referral value

Promotional products outperform TV in:

- referral value
- purchase intent
- credibility of message
- positive attitude towards product
- positive attitude towards advertisement

PRINT

Combining TV, print and promotional products leaves you with the greatest chance of leaving customers with a **positive image of your brand**.

Promotional product + TV + print is more effective than each alone or TV + print.



average cost per transmission

TRADITIONAL ADVERTISING



PROMOTIONAL ITEMS

69% stated that they use promotional merchandise in marketing campaigns because it 'targets customers effectively'.

Promotional merchandise can deliver a higher or equal ROI than most forms of advertising.

87% recipients kept a promotional item for longer than 12 months.

79% said they were more likely to do business with the company in the future after receiving a promotional item.

69% use promotional merchandise in marketing campaigns because it 'targets customers effectively'.



83%

senior marketers plan to increase or maintain spend on promotional merchandise from this year to next.

AFFORDABLE

BRAND AWARENESS

EFFECTIVE POSITIVE IMPRESSION

HIGHER ROI

	Impression of brand is FAVOURABLE	Product is APPEALING	Product is RECOMMENDED
TV, PRINT & PROMOTIONAL PRODUCTS	35%	45%	52%
PROMOTIONAL PRODUCTS ONLY	23%	26%	38%
TV & PRINT ONLY	11%	26%	34%

Promotional products beat the combined efforts of TV and print – as well as generate a better return if added to the mix.

SOURCES

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