

Studies in Success:

Winning Promotional Product Campaigns Show Versatility, Creativity and Impact!



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Not-for-profit organizations use them to raise funds, promote health and safety, and protect the environment. **Human resources management** use them to recruit and motivate, build awareness and promote corporate values. **Sales and marketing departments** use them to introduce new products from the Mercedes-Benz Smart car to the wildly popular BlackBerry - all with the same result.

"In this age of restraint, the use of promotional products continues to grow even during tough economic times," said Ed Ahad, President of the Promotional Product Professionals of Canada (PPPC). From promoting better health to inspiring employee engagement, promotional products continue to be very effective and inexpensive communication tools. The PPPC holds an annual competition, The Image Awards, among its members to honour innovative promotional product campaigns with the most impact. The following are two success stories from winners who demonstrated the impact of promotional products on the outcome of a campaign:

Study in Success One: Heart and Stroke Foundation's Healthy Waists campaign. Specially designed tape measures were distributed free of charge via a national pharmacy chain to health professionals in order to measure the waist size of patients and to educate them about the risks of obesity. The facts were compelling: 60 percent of Canadian adults are overweight or obese; obese Canadians are four times as likely to have diabetes; 3.3 times as likely to have high blood pressure and 56 percent more likely to have heart disease. The information was imprinted on a tape measure – and the message went out more than a million times!

Study in Success Two: Major Cable Television Company. The Human Resources Department of a major cable television company created a six-month contest to focus employee attention on six core values.

The contest, with prizes ranging from sports bottles and coasters to a vacation and a Rolex™ watch, generated such a huge response from employees that the program will be repeated and expanded. Driven by peer recognition, which resulted in the nomination of 600 candidates whom their colleagues felt best applied the core company values in their daily work, the program achieved a huge impact of awareness among employees over a six-month period.

They are outcomes like these that encourage the use of promotional products to drive, not only a message, but results! How do **you** monitor the effectiveness of your programs and campaigns? We'd like to hear from you!

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Nancy Schreiner is the president of Excel Advertising Specialties Inc., Burlington-based branded promotional products specialists. Excel Advertising's focus is providing promotional product expertise, superior quality and value, along with exceptional customer service to businesses and organizations of all sizes. Proudly Canadian and based in Burlington, Excel Advertising has been in business since 1995. Excel Advertising was recognized with the finalist award for Small Business Excellence by the Burlington Chamber of Commerce in 2005 and 2006, a rare and significant accomplishment.

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