

A SWAGGY WHITE PAPER

Got Goals?

**A Strategy for Selecting Promotional Products to
Maximize ROI & Create Positive Customer Experience**



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Promotional Products in a Nutshell

Promotional products, often called swag or branded merchandise, are tangible, everyday items customized with a company's logo or slogan (like custom pens, apparel, and drinkware). Businesses use them as cost-effective marketing tools to boost brand recognition, build customer loyalty, and leave lasting impressions long after an event ends.

Why They Work

Promotional merchandise bridges the gap between digital marketing and physical reality, acting as "pocket-sized billboards" that integrate naturally into a consumer's daily life.

How to Maximize ROI

Not all swag is created equal. Not only does your custom merchandise need to represent your brand professionally and effectively, it also needs to help you achieve your objectives.

What Are My Objectives?

First and foremost, know your goal. Here are our top 10 promotional objectives:

1. **Brand awareness** - engage new prospects and make a lasting impression
2. **Stay top of mind** - with engaged prospects, current and past customers
3. **Sales** - increase awareness/sales for a product or service, book meetings or product demos
4. **Referrals** - generate referrals from current clients, or professionals in related fields
5. **Hiring** - attract prospective employees to your brand, and get them to apply
6. **Onboarding** - make new employees feel welcome, share company culture/mission/values
7. **Employee Appreciation/Retention** - make employees feel valued
8. **Safety Awareness** - reinforce safety protocol, reduce workers compensation/general liability
9. **Events** - generate traffic and response rate (tradeshows, conferences, corporate retreats)
10. **Fundraising & Charities** - generate donations, show volunteer appreciation

What Are My Choices?

Most promotional products involve branding an item with your logo. While this works for some objectives, other goals require a bit something a bit... tastier.

Our promos bring spices, drink mixes, teas and more together with your brand, message and call to action. Want the recipient to book a meeting? Check. Scan a QR code or go to a link? Check. Remember your brand? Check. Apply for a job? Check. CTA Check.

So if you're looking for a promotional product that helps you reach specific marketing and HR objectives, sales targets, or is just dang tasty, look no further—our line of flavorful promo products are designed to help you reach your goals by merging message with food to create experiential marketing campaigns transforming meal time into a multisensory brand narrative.

The culture of building lasting connections over food is rooted in our evolutionary history. It builds trust, reduces stress, and strengthens our bonds. By blending storytelling with taste, brands craft memorable moments that resonate with consumers long after the meal is over.

Let's get into it and see what are options are.

PowerPaks

PowerPaks are a unique promotional product featuring engaging designs and relevant brand messages that can make a real impact. Their compact size makes them ideal for mailers, events and internal communications. PowerPaks contain a tasty pouch of spice, seasoning, drink mix, tea and more. Here are a couple examples.



Recruitment Event

This PowerPak featured the client's brand character type, a solid call-to-action, and a QR code linking to their recruitment page.



Safety Promotion

This PowerPak contained Gatorade Powder along with some key safety messaging to promote workplace hydration.

OnPaks

OnPak value-added packaging is a very effective way to stand out and increase product sales in highly competitive retail environments.

Our OnPaks enhance customer experience with complimentary flavor sensations perfect for the beverage industry. Fills include dehydrated fruits, salts, rimmers, spices, rubs, mixes and more!



SamplePaks

SamplePaks are a great way to advertise multiple facets of your business or brands. Each SamplePak can contain 3-4 PowerPaks, each representing a product, service, brand or



Awareness/Sales

This promotional objective is to distribute samples of new product to existing and potential clients at shows, events and meetings to generate awareness and sales.



Awareness/Referrals

This promotion uses teas to represent, grow awareness, and generate referrals, for each of their workforce solutions.

Promo Spice Booklets

Promo Booklets are a fresh ingredient in your marketing mix, featuring your brand and messaging tied to a tasty fill in the Promo Spice Tube. Distinctive spices and fills provide many creative ways to present your message.



Travel Teaser

What could be more fitting for a Sales Event in the Cayman Islands than Jerk Seasoning! Create an experience and give a taste of what's to come!



Increase Student Awareness

The overall goal was to promote the Faculty of Science and drive traffic to its landing page. The tube contained Soup Mix along with the clever theme of Soup-ology and a QR Code.



Promote Tourist Destination

Surf City used beach sand in this promotion to promote their destination, along with a QR code to promote local events, hotels and restaurants.

Promo Spice Sleeves

Promo Spice Sleeves are a unique way to achieve the kind of visibility and recognition you are looking for in a promotional product. These branded sleeves contain a Promo Spice Tube or MicroMill filled with tasty spices, seasonings and more - it's sure to be used, enjoyed and remembered.



Sales

Using a MicroMill filled with salt and pepper, this piece points recipients to a financial quiz and advisor.



Referrals

Using a MicroMill filled with salt and pepper, this promotion encourages doctor referrals to a state-of-the-art medical resort.



Onboarding + Rebrand

Using tea, this promotion conveys a new brand identity and mission statement to employees, one cup at a time!

PromoPaks

PromoPaks take our unique and versatile branded products to the next level. Bursting with flavor, PromoPaks pack one, two or three Promo Spice Tubes with choice of tasty fills, and are also available with engraved Stainless Steel MicroMill. Great for special events, tradeshow, employee appreciation and incentive programs, PromoPaks have plenty of space for your branding and messaging, and are easy to pack, transport, display and distribute.

UNO



Special Events

This promotion uses creative design and popcorn seasoning for a tasty and memorable experience.

DUO



Fundraising

This piece encourages donations to fund medical break throughs, one sip at a time!

TRIO



Conferences

This promotion highlights and reinforces the three key takeaways from this conference, as well keeps the audience well hydrated!

Gift Boxes

Gift boxes with branded themes and messaging filled with tasty spices create a memorable experience, cause and leave a lasting impression! Ideal for customer and employee appreciation, sales incentives, wellness initiatives and more. Check out these examples below.



Employee Appreciation

This Thanksgiving themed gift set leveraged customizable packaging to thank employees and promote company core values.



Dealer Loader/Incentive

This piece was used to encourage an upsell of Snap-On Tool products: buy \$X worth of product and receive a Free Smoker Kit



Special Occasions!

Eat, Drink and be Scary! This Halloween celebration for employees included thematic messaging and tasty treats to create a memorable event.

Custom Designs

Many promotional products just drop your logo on a product, but when it comes to really communicating your unique message and achieving your specific goals, a custom design is the way to go.

Our team of creative professionals understand brand identity and guidelines, corporate culture, and are ready to design a piece that truly represents and elevates your brand.

If you don't have in-house design, or their too busy, and don't want to pay or wait for an agency, we will help you get your message to those that need to hear it!



Let's Talk!

For more information
and pricing, don't hesitate
to reach out – we'd be glad
to help you reach your goals!

