

EXPLORER

Spectrum Promotional Marketing

Fall Edition – November, 1998[®]

CANVAS UNDER THE TREE

“The Comforter”

Stress, back pain, headache, minor sprains and bruises... Ask about this new hot/cold compress today! The perfect X-mas gift! Filled with natural grain, 2 different sizes, drawstring bag included. One colour imprint on both the compress & it's bag included.

FROM
\$10.69

Kitchen set

Offered in natural, dark green, navy, black or white with over 50 trim & ties colours, this set includes a 20" x 28" apron, two oven mitts and a chefs hat. Dress it with an “all over print” or a discreet logo for a well received gift this Christmas!

FROM
\$21.94

Magazine Holder

For those who already bought pens, mugs, calculators and diaries for Christmas, this new product to the promotional products industry is sure to please everyone, men or women. Practical, attractive and well priced.

FROM
\$15.29

Bag it up!

Go for the nicest and easiest way to present your X-mas gift this winter! We can make any sized drawstring cotton bags with your logo imprinted and a Christmas design from \$ 1.49 ea. It can be for 1, 2 or 3 wine bottles, for a coffee mug, a polo shirt or a CD! Tell us your ideas and we can quote you a price.

FROM
\$1.99

The last calendar of this millennium should last!

It is not a secret to anybody that 1999 and 2000 calendars will soon be considered as collectibles. Why go for a paper calendar that won't last for more than a year or two? See our cotton canvas wall calendars today for a lasting impression! Design possibilities are endless.

FROM
\$5.99

Your 6 Steps to a Successful Promotional Products Campaign

Successful marketing and other communications campaigns that use promotional products don't happen by chance. To realize goals, promotional products programs must be carefully planned, taking into consideration the audience, budget and, of course, the ultimate result to be gained.

Spectrum recommends the following guidelines for creating effective campaigns:

- 1 Define a specific objective. Whether your goal is to increase traffic at a trade show exhibit or to boost sales with current clients, the first step in any campaign is to clarify the purpose of the program.
- 2 Determine a workable distribution plan to a targeted audience. Distribution of your promotional products is as important as the item itself. Research shows that a carefully executed distribution plan significantly increases the effectiveness of your promotional products. For example, a pre-show mailing to a select audience delivers more trade show traffic and qualified leads than simply distributing items to passerby at the show.
- 3 Create a central theme. Linking a recognizable logo and colour to all aspects of a campaign, from promotional products to sales sheets to product packaging, helps create an instantly recognizable image.
- 4 Develop a message to support the theme. Supporting a campaign's theme with a message helps to solidify a company's name, service, or products in the target audience's mind. For instance, to promote its services to small businesses, a bank created the theme, “Are you tired of being treated like a small fish?” and sent fish related products to its prospects along with promotional literature.
- 5 Select a promotional product that bears a natural relationship to your profession or communications theme. A good example is a company that developed a magic motif for its conference at Disney World. Attendees received magic-related products to tie in with the theme, “Experience the magic at Disney.”
- 6 Don't pick an item based solely on uniqueness, price or perceived value. Don't fall prey to the latest trends of fads. The most effective promotional products are used in a cohesive, well-planned campaign.

Spectrum is pleased to announce that it has contributed to the 1998 Lost River Community Centre Scholarship fund. Valued at \$500 each, one of these scholarships has been awarded to Kelly Davison. As a doctoral student in her third year of post-graduate studies in Experimental Medicine at McGill University, Kelly will be able to continue her work investigating the molecular mechanisms of arsenic-induced remission in acute promyelocytic leukemia patients, and the development of an arsenic-based therapy for the treatment of other cancers. Congratulations, Kelly!

See our **Tex-Fab** catalogue today!

Customized Apparel

Your company needs to stand out in a crowd, so why let your corporate clothing blend in with the pack at conventions and events? At Spectrum, we go beyond putting your logo on any old shirt. First, we will design your collars and sleeve bands to match your corporate logo, so you look totally coordinated. Secondly, the fabrics we use are the highest quality, so the garment will last. Third, we offer a huge range of styles, colours and options in corporate wear, for every season and any reason. No matter what your need is – from golf tournaments to employee incentive programs – Spectrum has the right garment to make it memorable!



Product Watch

Travel for both business and pleasure, is on the upswing. And with travel, of course, often comes a need for travel accessories. Those recently topping the list include message cameras, which print an inscription across the bottom of photos, fanny packs that feature padding and moveable compartments; games/books to keep kids occupied during long road trips; motion detector clocks for hotel room safety, book covers to protect paperbacks being brought along, electronic pocket organizers of all types, travel utensils for camping or unexpected picnics; utilitarian pocket knives with built in mini flashlight, credit card sized pocket tools holding a varied assort

Colour Outside The Lines

Our insiders report that the most popular colours for the new millennium will be: wasabi - "washed celadon green", snow - "a cool, likeable white" and biscotti - "a neutral yellow, clean and soft" and squid ink - "a dark-gray influenced blue... like a starless sky at midnight.

Also look for pink that's suitable for men and women and "techno brights" - such as orange splash - softened "technology-inspired hues".

Our Mission Statement

We will provide the very best in custom promotional products to Canadian companies and others around the world. Our philosophy is to give each order we receive top priority to ensure that it is designed and produced perfectly and delivered on time.

We will be especially sensitive to customer needs and will listen to their requirements, regardless of the size of the order. We will work diligently, in an honest and ethical manner, on behalf of our customers to provide our services better than any other company in this industry.

Services Offered

We offer a full range of services including: advertising specialties, graphic design, merchandise fulfillment, catalogue design, commercial printing.

For information contact:

Account Managers

Andrew Couture

Amy Touré

Charlotte Forbes

Genevieve LeBlanc (Montreal)

Mark Ring (Halifax)

Patricia Cook

Riaz Keshavjee

Ross Nicholls

Sales & Marketing

Sharon Kelly, President

Francine Guénette, Sales & Marketing

Coordinator

Administration

Charlotte Carrier, Office Manager

Our Unconditional Guarantee

Spectrum unconditionally guarantees all promotional products recommended to and ordered by its clients to be exactly as presented and ordered without product or printing defects. If for any reason you are not 100% satisfied with a product, Spectrum will gladly replace it.



S P E C T R U M

Spectrum is a 100% Canadian owned and operated company. Whenever possible, Canadian manufactured promotional products are recommended.



SPECIAL

Spectrum's Time Controller™ Dated Products for 1999

1/2 Price Imprinting on all listed items.

* Black and White artwork and position must accompany the order.

All new, Best Priced Book Bound Models

In premium "faux leather" finish.

#TC-IT – letter sized weekly, black or tan – from \$15.00

#TCM-IT – 6 x 9" weekly, black or tan – from \$9.80

#TCJ-IT – pocket weekly, black or tan – from \$6.00

#TCD-IT – 6 x 9" daily, black or tan – from \$10.50

Other styles available. Please contact your Spectrum Sales Rep for more information.

Offer expires December 31, 1998.