

EXPLORER

Spectrum Promotional Marketing

Summer Edition – July, 1999[®]

The Z-Card holds a large amount of information in a small easy to use format. Companies in a wide range of industries have found the Z-Card effective in delivering their message to customers in a form that they will keep and refer to often.

Ask us about Z-Card options that include: power pocket for carrying a credit card, membership card or business card, coupons, business reply mailers, and personalization.



PRESS RELEASE

Spectrum Promotional Marketing Appointed Z-Card Agent for Canada's Capital

March 1999 - Joan Nordemann, President of Z-Card North America - Canada, announced today the appointment of Spectrum Promotional Marketing of Ottawa as the authorized Z-Card Agent for the entire region of Ottawa, Canada including Kanata. The new agent has been granted the rights to operate as Z-Card North America - Canada - Ottawa Capital Region effective immediately. The new territory will also include the City of Hull, Gatineau, and Aylmer, Quebec.

Ways to Leave Your "Leave-Behinds"

There's no doubt about the importance of the "leave-behind" in marketing strategy. But too often little thought is put into what and how it's left behind. Adding a little creativity and giving serious thought to the recipient when choosing your give-aways will greatly enhance their importance. That's where Spectrum Account Manager's can help! Here are a few nifty ideas from them that you can use —

1. Many corporation hold seats to be used for clients at a variety of sporting events at the Corel Centre or JetForm Park. If you use this form of goodwill, try placing tickets for a baseball game inside an imprinted baseball cap or attached to a t-shirt.
2. Stay current. If you know your client's email address, leave an imprinted gift in the lobby for them and notify them of it via email.
3. Imprinted apothecary jars and other containers can be left with imprinted candies inside. On return visits, the salesperson should bring along more treats to refill the container. You might also consider using a unique container, such as something related to the client or the client's business.
4. People remember unique products and unique mail packages. Consider, then, creating a direct mail piece that requires an in-person visit to complete the product. For instance, the cap off a high-end pen can be sent in the mail and the remainder can be delivered and left behind with a receptionist.
5. If you're looking for a leave-behind that creates goodwill among an entire department and is accepted by most companies' gift-acceptance policies, try food! Consider delivering the product in either the mid-morning or mid-afternoon, when workers are often looking for a snack to hold them over to the next meal.

Retro Bug Hits Headwear

Not only are retro looks popular in the automotive industry (VW Beetles), the same "bug" has caught on in the headwear industry. The Bucket Hat shape has recently become the "look of choice" for many of today's teenagers and young adults.

Prices vary depending on quantities and complexity of artwork but they are about \$10.00 each.

Make your Millennium Event Spectacular!

With our balloons and party kits, every Millennium event will be complete. For a brochure featuring all of the exciting Millennium products shown and more, fax your request to us at 562-2045 and we'll provide you with all the information you need.



Hold food and drink in one hand with The Party Clip.

Keep beverages cold with The Party Tub.

Focus on Trade Shows

To increase trade show traffic, use giveaways wisely before, during and after every show!

You've seen it before: hundreds of trade show attendees mob exhibits in an open battle for the best freebies. At the end of the day, the exhibitors are left with lots of empty boxes, but very little else to show for their efforts. No prospects, No sales.

Is this a successful trade show giveaway? It depends upon the marketing objective.

When the trade show objective is to increase company or brand awareness, a promotional item free-for-all may be the best bet. But when a trade show marketer hopes to generate qualified leads, they'd be well advised to NOT give away "freebies" to each person who visits their booth. The reason: when promotional items are handed out too freely, they lose their value and their appeal, and serve only to over-attract unqualified prospects.

Take a different approach!

The next time you need a trade show premium, take a moment to determine your show marketing objectives. You may find that by giving away promotable products more discriminately, you will attract more qualified prospects to your booth and achieve a higher return on your trade show investment.

Well in advance of the show is the time to develop a marketing and giveaway strategy for the event. According to one research project, 75% of trade show attendees develop a "must see" list of exhibitors before they head for the show. Yet many trade show marketers neglect the area of pre-show promotions. Only 20% of exhibitors send any sort of pre-show mailing.

Pre-show mailings can increase booth traffic by more than 30%. Promoting at-show giveaways in pre-show advertising and direct mail can increase booth traffic by almost 300%!

But the most effective way to increase booth traffic is with a companion gift promotion. Include one promotional item with your pre-show mailing and offer a complementary gift at the booth. Some examples are a coffee mug and matching coaster, a pen and pencil set or a Post-It Note Pad and a Post-It Note dispenser. This approach results in the best overall response rate and the most booth traffic.

Instead of handing out promotional items to everyone who walks by, promotional items should be used as a reward for information. Do you want to set appointments, meet with customers or generate qualified leads? Promotional items can be used to entice booth visitors to complete a survey, fill out a questionnaire, or even view a demo. By making prospects "work" for their promotional items, the items will be perceived as more desirable. And because the promotional items are used more sparingly, items can be selected with greater value and appeal. Instead of purchasing 5000 pens, for example, you might want to choose a smaller quantity of something — perhaps an item which is more likely to be placed on a desk, kept around longer and used on a daily basis.

Prolong the Impact!

You can reinforce your messages from show campaigns by using promotional products to follow up with leads when the show is over. Use a special sales call leave-behind that builds on the show theme and brings your marketing message back to the prospect's desk, where it will communicate every day. Some effective sales call leave-behinds include desktop clocks, calendars or mouse pads.

With hundreds of trade shows planned nationally for this year, there are many opportunities for the use of promotional products. And by knowing how to use them more wisely, you can create better results from your trade show investment.

In Memory of Brewster! This issue is in memory of "Brewster", our little dog that came to work every day at Spectrum. She loved to "meet and greet" our customers visiting our office. She died on June 22, 1999. We will miss her dearly.

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

Patricia Cook, Sales Team Leader

Andrew Couture

Amy Touré

Charlotte Forbes

Dan Haggar

Ginette LeBlanc (Montreal)

Mark Ring (Halifax)

Ross Nicholls

Administration

Sharon Kelly, President

Francine Guénette, Office Manager

Rosi Kohn-Weinsberg, Accounting

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.

