

Giveaway, Promotion or Premium – Is there a Difference?

Promotions Should Pay for Themselves

There is often a misconception that imprinted items are nothing more than “giveaways”. That is not the case in today’s marketing environment. No one can afford to giveaway his or her marketing budget. There must be a return for every marketing dollar spent.



Why are Promotional Products used so much? Because they work! In fact, a properly designed and implemented promotion using promotional products earns money, it does not cost money. Let’s break that giveaway misconception and see how imprinted products pay for themselves.

The best way to differentiate between Giveaways, Promotional Products and Premiums is to examine their definitions and especially their uses. There are distinct uses for each of the three categories of imprinted items discussed above.

Definitions

Giveaways are nothing more than that. Often they are imprinted items that are passed along to anyone who will take one with nothing expected in return. While this may seem like a generous idea, these items are often disposed of soon after receipt. Their actual value and perceived value is small and they are treated that way.

Giveaways can be used when some token is expected but when the marketing value is minimal. One example might be to provide items to the general population attending an event where you are participating. Giveaways might be distributed along a parade route or at an outdoor fair. Generally these items are used to satisfy the expectations of those attending the event. It is important to remember that there is no expectation of return from a giveaway.

Giveaways can be used in conjunction with Promotional Products at such an event. If you engage a prospect and they appear to be genuinely interested, then you may offer them a Promotional Product in addition to the Giveaway.

Promotional Products are often defined as any item of usefulness that carries an imprinted message and is given away without obligation. Three basic features distinguish the Promotional Product from Giveaways.



First, Promotional Products are items of usefulness. That is, there is a desire for the recipient to retain it and use or display it. By retaining the item, there is a significant residual advertising value.

Second, the Promotional Product carries a message. That message is your gateway to sales. It may be an overt advertising message or a more subliminal message defined by a memory hook. This is an area where your promotional products advisor can work with you to develop the right message for your campaign.

Third, Promotional Products are given away more intentionally. Rather than giving one to anyone who will take one, Promotional Products should be directed to prospective customers to elicit some action or to existing customers as a thank-you gift. Since Promotional Products are provided to a selected group, there is minimal waste in purchasing and distribution.

Premiums are items that are provided freely to someone that has earned the gift. Premiums are often used as a reward for some action such as visiting a store, making a purchase or listening to a sales presentation. Premiums are normally used to enhance your sales closure rate. Carefully chosen and presented Premiums should have a perceived value greater than their cost. Although not always imprinted, premiums often are imprinted to provide residual marketing value.

So, if you are planning an event or a sales campaign consider using a Promotional Product or Premium to achieve additional success. You should plan ahead; select an appropriate product to carry your message; build the product into the theme of your event and reap the success. If you need ideas, talk with your Promotional Products advisor they have access to thousands of items to meet just about any need and budget.

Ed Goodwin
Business Partner

“Working for you - to grow your business and work more effectively.”