

## “Seven Reasons Why Promotional Products Outperform Other Advertising Mediums”

Every year you are faced with determining which medium is the best to advertise and promote your business and its respective products and services. Everyday you receive thousands of messages competing for you attention. How do you decide what advertising to use and when to use it?

The advertising and promotions you use are very unique to your business and are typically linked to business objectives and the tactical strategies you believe will help you accomplish those goals. Without understanding your industry challenges and business objectives it is impossible to suggest the perfect advertising medium.

With countless advertisements fighting for public notice, it is important to create an advertising and promotional plan that will stand out amongst the rest. Newspapers, magazines, television, radio, outdoor media, and the internet all have features and benefits that have delivered less than expected for many customers because of some key disadvantages. Review the disadvantages below:

Newspapers provide little demographic selectivity and are difficult to incorporate an advertisement that will pop out on all those black and white pages.

Magazines do not present a sense of urgency – they are generally mailed monthly, so consumers have a month to finish reading the publication before they receive a new copy. Also, by the time negotiations are made to put an advertisement in the press, it may be some time before it finally gets printed and sent to the public.

Radio advertisements have little to no visual experience, therefore leaving the listener to imagine what the product/service looks and feels like – and with all the static caused

from frequencies gaining and losing strength, the message made between the sender and receiver can be lost in the process.

Outdoor media is a one-shot deal and either makes a large impression or does not attract any interest at all. Large billboards display as much information as possible about the company without providing too much distraction with added details. Since drivers speed by countless billboards during their commute, it is very difficult to create an ad that attracts a person within seconds and maintains their interest for further reference.

Direct mail can be annoying to the receivers and advertisements/envelopes from unknown senders are usually immediately thrown out before taking a second glance.

Television advertisements are only shown during breaks of the television shows. This, however, is also a crucial time for television-viewers to get up for a snack or talk between show periods. Thus, much of the television commercials are lost in the midst of the atmosphere. Also, these are generally 30-second ads that are forgotten amongst all the commercial clutter that occurs.

Internet advertisements rely heavily on the “click-through” process from banner ads; a person must click on the advertisement in order to receive any information. Also, although much of the population has some connection to a computer, not all computer users have access to the Internet – thus leaving out an important portion of potential customers.

If you have been disappointed with your return on investment on some of these traditional forms of advertising consider developing your next marketing campaign around the “7 Reasons Why Promotional Products Outperform Other Advertising Mediums.”

1. Focus on Target Audience
2. Relative Low Expense
3. Engages Multiple Senses
4. Stand-out over Commercial Clutter

5. High Recall Rate
6. Long Useful Life
7. Gifts & Awards have Special Meaning

Promotional products offer high demographic selectivity in a way that the senders know exactly who the target is for their products. Since they are not sent out on a regular basis, consumers are relatively surprised when they receive a unique product.

Promotional products also offer an advertisement that lasts as long as the product itself – no one would throw out a pen with an ad on it if it was still usable. Though many promotional products come in the mail with a stack of other mail, they have the ability to stand out amongst the rest because of its different shape and size in comparison to all the white letters and envelopes. The visualization of the product is at the receiver's hand, and if executed effectively, will bring a positive picture and message of the advertised product to the viewer's mind.

Spending time with a promotional products consultant to assist you with the development of a specific campaign using products to call your audience to action can result in responses rates that are more than three times more effective in than the forms of advertising and promotions you have used in the past. Developing creative, quantifiable, and successful marketing campaigns that generate the type of results you desire takes time and experience to develop. If you want to work with a Promotional Products Agency experienced in development and execution of these types of campaigns contact Artistic Toy – Helping You Build Character [info@artistictoysmfg.com](mailto:info@artistictoysmfg.com) by email or by phone 484-788-0888 to be put in contact with one of our preferred marketing experts.