

# LOGOTEX™

"Logotized Products For Your Business"

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The goal of our newsletter is to help our clients grow their business. Promotional products can increase awareness, name recognition and lead generation. Premiums will improve customer loyalty, employee morale and productivity.

*Fall/Winter 2004*

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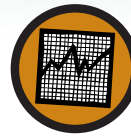
Something to Think About

### ROUTE TO:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

# Promotional Times™

*Information and Ideas for Improving Sales, Image and Profits*



## Getting Prospects to Act Now!

The purpose of using ads, sending letters, making cold calls, and holding special events is to get people to do something. You want them to ultimately buy your product or service. How do you tip the scales so potential customers hear your call to action?

The answer is premiums. Studies prove people overwhelmingly respond better to motivational incentives over pitches alone.

When a computer company wanted to announce a new software program last year, they launched a direct mail campaign utilizing the image of Albert Einstein and the theme, *Brilliant!* Five hundred prospects were mailed a pair of imprinted sunglasses and a graphic of Einstein wearing shades. A clock bearing the funky image was offered to those who made sales appointments. **The company scored an 80% response rate!**

Premiums can also boost event attendance or web site visits. In newspaper ads, a local contractor promises free tape measure key chains to anyone who submits a request. Proposal inquiries have quadrupled since initiating the incentive.

One hospital distributes inexpensive badge holders to employees who donate more than \$25 to its United Way drive. The "goodie" has become a badge of honor, and entices higher participation.

As long as you're investing in advertising, why not spend a little extra to make sure it works? We can show you how to turn prospects into customers. Call us today for promotional ideas that work!



### Success Story

## Hook 'em and Book 'em

Creative marketing catapulted the number of bookings for a D.C. hotel, which targeted the parents of freshman entering a nearby university.

The hotel sent out "gold" membership cards to *The Eagle Club*, tying in with the school mascot. Special discounts, property perks and school-spirit gifts were also advertised in a letter mailed to 1,600 sets of parents.

Upon arrival, guests were presented with gift baskets containing a coffee mug, key tag, map, corkscrew and snacks. They also received a tote bag with the school and hotel logos.

The result stunned hotel executives. Their goals were exceeded nearly tenfold. An objective of \$20,000 in room rentals exploded to \$85,000 in actual revenues!





# Are Your Employees Costing You Money

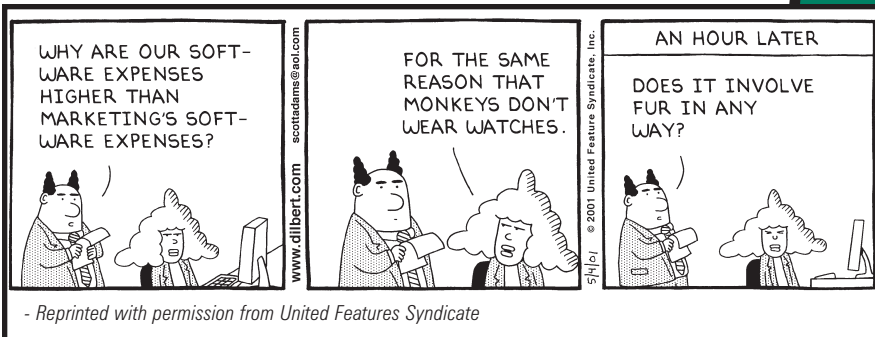
Just about everybody has been tempted to call in sick when they're not. In fact, more than 63% of unscheduled absences are not illness-related. Playing hooky isn't cheap. A new survey estimates **incidental absences cost companies \$645 per employee each year.**



To cut down on absenteeism, offer an incentive campaign that rewards workers for showing up regularly. Structure a points program and allow staff to win in a variety of categories, such as perfect attendance for the month or most consecutive days in the office. If

someone does miss a day, you want to preserve their enthusiasm for future improvement.

Motivational prizes can include leather jackets, watches or leisure products. Consider adding your company logo or tagline to buoy morale and workplace satisfaction. If you have an attendance problem, call us for dependable ideas.



# These Books Will Increase Your Bottom Line

With the recent popularity of bookstores and bookselling web sites, it should come as no surprise that books also are becoming an increasingly popular promotion. Today, companies are offering customized books for a wide range of uses including company promotions, employee motivation, incentive travel, holiday gifts, and premiums.

The Bakersfield City School District recognized the importance of their teachers by creating the *Day of the Teacher 2004*. In conjunction with planned school activities, each teacher received a copy of the book *Chicken Soup for the Teacher's Soul*, a collection of stories about hope and love, in and around the classroom. The books were personalized with the school name and mascot on the cover.

A Miami Beach Hotel made a classic impression with a book of motivational quotations for valuable corporate guests. The hotel logo was stamped in silver on the book's jacket and a dramatic color photo of the property graced the opening page. The book was left as a turndown gift on each guest's bed along with a letter from the hotel's manager and imprinted chocolates. **Managers reported an overwhelmingly positive response.**

From cookbooks and dream journals, to city guides and photography collections, books are treasured objects. More than 3 million books are available to match any theme or budget. Call us to see how books can enhance your promotion.



**Lagniappe**  
 (a little something extra)  
**Quotable Quotes**

*Half the money I spend on advertising is wasted; the trouble is I don't know which half.* - John Wanamaker

*Good advice is something a man gives when he is too old to set a bad example.* - Francois de La Rochefoucauld

*Man's best possession is a sympathetic wife.* - Euripides

*There's no business like show business, but there are several businesses like accounting.* - David Letterman

*Rich or poor, it's good to have money.*  
- Sid Lance



# Seize the Holiday

In today's techno world, business gifts restore a personal touch to client relationships. Plus, they remind customers you appreciate and value their contribution.

The holiday season is an excellent opportunity to reach out and connect. Gifts needn't be expensive, but they should demonstrate you've considered the recipients' needs or likes. Remember, a thoughtful gesture will likely be returned a hundredfold.

Plan a gift list now to reflect your organization's uniqueness and caring. Here are just a few great items to consider:

- **Crystal Clear.** Make a classic yet simple statement with 3-D crystal key chains featuring your customized logo.
- **Fleece Navidad.** Warm up client relations with fleece pillows and blankets.
- **Globe Squatting.** Take customers on a trip around the world with this cool globe.
- **See Clearly.** Remind clients you see a beautiful future together with these silver binoculars.
- **About Time.** For those special accounts, a versatile combination desk clock-calendar-organizer.
- **Sweet Reminder.** The whole office can share candies packaged in a handsomly decorated box, which can be enjoyed long after the holidays.



# Indoor Billboards

**How much would you pay to have your company's name in front of a customer 365 days a year?**

An imprinted calendar or desk planner will do just that for less than a penny a glance. The average person looks at a calendar five times per day, and your clients are no exception. Calendars are regarded as valuable, thoughtful and useful items to receive.

Get even more value by customizing your calendar with seasonal offers, coupons, community events or photos of your business. A dry cleaner placed a free calendar, pre-printed with monthly specials, on the hangers of big orders. The increase in business convinced him to triple the promotion within three weeks.

Order now so prospects and valued clients will think of you every day next year!

### CALENDARS AT A GLANCE:

- A custom photo hangs 12 months a year while your message is displayed below.
- Win valuable desk space with coasters bearing an annual calendar and a color image on the flipside.
- Foil-etched antique maps ensure your classy calendar will be a keepsake.
- A handy mouse pad featuring a calendar enhances functionality.
- Glossy stickup calendars for use with dry-erase markers allow the ultimate in rescheduling.



## The Riddler

YOUR CHANCE TO WIN A FREE GIFT

**Q: What kind of suit does a lawyer wear?**

Note: The first five people to correctly answer the riddle will win a free gift. Call or fax your answer (see form on back).

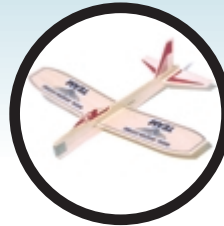
# Something to Think About

- 1 Everyone has a photographic memory. Some don't have film.
- 2 Change is inevitable, except from a vending machine.
- 3 I just got lost in thought. It was unfamiliar territory.
- 4 You have the right to remain silent. Anything you say will be misquoted and used against you.
- 5 I wonder how much deeper the ocean would be without sponges.
- 6 Despite the cost of living, have you noticed how it remains so popular?
- 7 The 50-50-90 rule: Anytime you have a 50-50 chance of getting something right, there's a 90% probability you'll get it wrong.

# Dear Addy,

## ANSWERS TO YOUR PROMOTIONAL QUESTIONS

- Q:** We want our employees to get excited and support a fundraiser for a good cause. What is an irresistible theme and motivator?
- A:** Choose an empowering title, like *Mission Possible*, and ask staff to collect mounds of silver change. During kickoff and other key points in the drive, keep the excitement rolling with decorated Mylar balloons and drawings for *silvery* gifts such as pens, watches, bottle openers and flashlights.
- Q:** How can I attract traffic to an open house for a new kids clothing store?
- A:** Send out glow tattoos or imprinted flying discs inviting your targeted audience to a contest for valued prizes. After they visit the store, attendees can compete by flying balsawood gliders into a winner's circle on the main floor. They'll want to test their wings again and again.



Please copy and fax or mail your request

Do you enjoy reading our newsletter?  
Call, fax or email us with your comments.

*This Newsletter Provides Information and Ideas for Improving Sales, Image and Profits.*

Want to make your next promotion a success?  
Please contact us at:

604-255-7515  
Fax: 604-255-7458  
logotex@logotex.com  
www.logotex.com

I'm interested in:

- Direct Mail Tips
- Fund Raising Ideas
- Tradeshow Giveaways
- Incentives/Awards
- New Products
- Employee Motivation
- Holiday Gifts
- Calendars & Books

I need:  literature  pricing  samples of these products: \_\_\_\_\_

Contact \_\_\_\_\_

Company \_\_\_\_\_

Address (if different from addressee) \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone/Fax/Email \_\_\_\_\_

Riddle Answer \_\_\_\_\_

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Canada V5L 2G7

- I need help with a promotion, call ASAP!
- Send me a new catalog and information on any specials.
- Thanks for the tips. Please keep me on your mailing list.