

LOGOTEX™

"Logotized Products For Your Business"

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Promotional Times™

Information and Ideas for Improving Sales, Image and Profits

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.

Summer/Fall 2005

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ROUTE TO:



Get Your Sales Reps Fired Up!

Here's a neat idea to adapt to your own sales force. During a traditionally slow period, an insurer wanted to light a fire under its agents. Thus, the *Summer Fireworks* contest was born.

In an exciting kick-off event, agents were encouraged to reach new heights during the long, hot days of summer. Scratch-off cards were presented for each new application written. At weekly meetings, the whole room would watch as individual agents scratched off their card(s) to build excitement.

Winners received prizes such as dashboard pads, radio coolers, baseball caps, watches, and tote bags. Each ticket was entered into a drawing for a grand prize trip awarded at the end of the contest. New applications poured in, and the insurer reached its 6th consecutive quarter of growth, despite a down economy.

Call us today for some smoking hot promotions!



Test Your Promo IQ

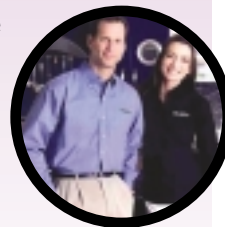
Are the following statements true or false?

1. 60 percent of people keep promotional products for up to two years.
2. Of the 200,000 different promo products, coffee mugs are kept the longest.
3. 50 percent of people can recall the company's name that is printed on a promotional item in their possession.



How did you do?

1. TRUE. The main reason people keep promotional products is the usefulness.
2. FALSE. Coffee mugs have a long life and they rank as one of the best giveaways, but wearables, such as caps and shirts, are kept the longest.
3. FALSE. Over 75% of people could recall the advertiser's name on the promotional product they were carrying!





Watch Out For the Average Joes

The biggest complaint about most rewards programs is that the same people always win. Like most organizations, you probably have your top 20 percent who give their all, and a middle 60 percent who have the potential to do better. By paying attention to your *Average Joes*, however, you can score higher profits, according to a recent Harvard study. Here's how:

- Set quantifiable goals that are challenging, yet achievable for this group. For example, ask individuals to improve personal sales by five percent per quarter.
- Get feedback from your average performers on (real or perceived) obstacles, and determine how they can improve their chances for success.
- Reward all participants who surpass their previous performance.
- Communication is critical. Send motivational voice mails and e-mails. Mail incentives directly to employees' homes, reiterating the program objectives.
- Joes say they often feel invisible. When honoring top achievers with an award, also recognize those who have consistently shown improvement - preferably in a banquet or other public setting.

One company selected *Over the Top* as its campaign theme for "middlers." To build excitement, the mountaineering theme of personal achievement was reinforced with a compass/carabineer (to represent direction), a visor sunglass holder (vision), and a sporty watch (timeliness). **After six months, sales were up 38 percent** and nearly 80 percent of Average Joes enjoyed personal bests!

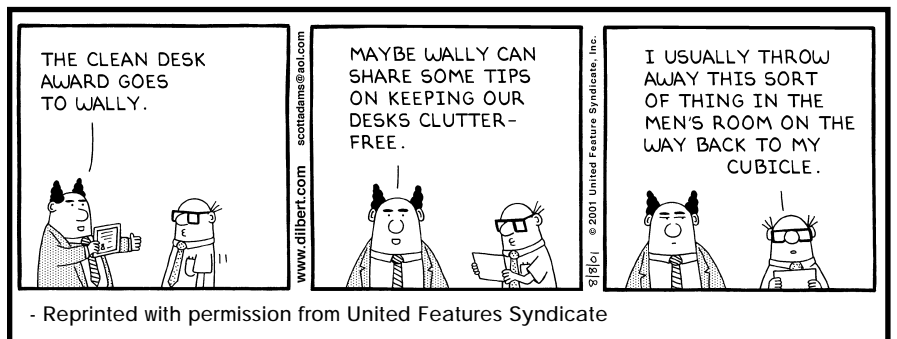
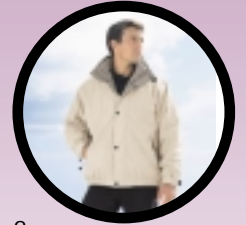
Contact us for inspirational ideas that will spark your sales people.



Play it Safe

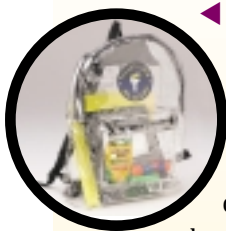
Smart safety campaigns reward safe behaviors without discouraging reports of injury. What's the best approach? We interviewed a safety manager from a large manufacturer:

- Q: How effective are cash bonuses for an accident-free workplace?
- A: The danger is that employees may hesitate to report accidents because they want to get those dollars at the end of the year. The plant isn't any safer.
- Q: How do you structure your safety campaigns?
- A: The emphasis is on realistic goals and ongoing training. If our workers have attended safety training every month, they get a reward even if an accident has occurred. Being able to say 80 to 90 percent of your employees regularly attend safety meetings is an impressive statistic. We've reduced claims by 65 percent this way.
- Q: What about complaints that safety training is boring?
- A: An alert audience learns much better, and I'm surprised how few companies try to liven up training. We'll do a Q&A on the material and give out whistle/flashlight key tags, hardhats, mini radios, etc as prizes. People really enjoy it.
- Q: What kind of incentives do you use to encourage year-end results?
- A: Workers are motivated by nice rewards such as an embroidered jacket or a heavy duty thermos set. Most people aren't going to skip reporting an accident over a thermos.
- Q: Any other advice?
- A: Pick a theme for your safety campaign that emphasizes personal responsibility. We once used *EyesWide Open*. Also print a theme on the promotional items, and select products that will be used and seen around the workplace.





What's New and Hot for Summer & Fall?



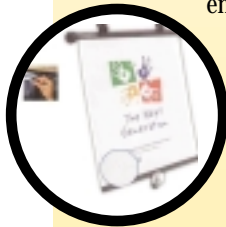
◀ **CLEARING UP.** A backpack promotion is a terrific way to reach parents and students during the school year. David's Sunflower Seeds offered clear backpacks to consumers who mailed in three UPCs and \$30.

▶ **PENCIL IT IN.** Parents who spend a bundle on back-to-school supplies will appreciate a gift that lightens the load. Stuff pencil pouches with candy and coupons and use as giveaways! One insurance company used the pouches to ignite support for a school fundraiser – challenging employees to fill the bags with supplies.



◀ **THIRST QUENCHER.** A sturdy, oval canteen makes an impressive giveaway at company picnics. Recipients and their families will use this great gift for many years.

▶ **KNOCKOUT IDEA.** Famed boxer turned food guru George Foreman now offers his grills for promotion! Put your logo on his branded grill for an irresistible employee incentive or customer thank you.



◀ **HERE COMES THE SUN.** Attract visitors to your summer open house or sales event by advertising free sunshade giveaways. Not only will they think of you every time they pull down the shade, so will passing motorists!

▶ **GLOW FOR IT.** Be the hit of your tradeshow with glowing star-shaped badges advertising your name. The badges also are a bright idea for evening events like Fourth of July celebrations.



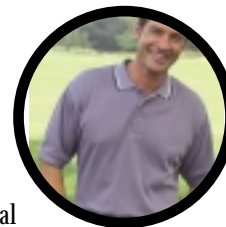
◀ **NO SWEAT.** When T-shirts just won't do, print your logo on a heavy-duty fleece pullover sweater. These are perfect for company stores, school or church sales and corporate events.

▶ **FLY WITH ME.** Foam flying discs add fun to any outdoor gathering. The items are so light, they can affordably be mailed as part of a memorable promotion.



Dress for Success

Have you considered outfitting your employees with casual polos or shirts? Many companies have found allowing workers to wear casual business wear at least once a week has numerous benefits. Here are the results from a recent human resources survey:



- 87% improves morale
- 81% perceived by employees as a benefit
- 51% employees save money because of casual dress
- 47% improves productivity

New this year, ladies' and men's polos with contrasting piping on the collar and sleeves. Dress 'em up in style wearing your logo.

Lagniappe

(a little something extra)

Quotable Quotes

Failure is the path of least persistence. - W.A. Clarke

A word to the wise ain't necessary - it's the stupid ones that need the advice. - Bill Cosby

I don't want to achieve immortality through my work. I want to achieve it through not dying. - Woody Allen

Success is not final, failure is not fatal; it is the courage to continue that counts.
- Winston Churchill

The Riddler

YOUR CHANCE TO WIN A FREE GIFT

Q: I cannot be felt, seen or touched; yet I can be found in everybody; my existence is always in debate; yet I have my own style of music. What am I?

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



The Power of Apples

Do you want enthusiastic employees that embrace company values? Incentive programs are a great way to encourage quality performance, as one mortgage business proved with its *Successful to the Core* campaign. Each staff member received a T-shirt imprinted with the core values, an apple-shaped stress ball, and a brochure on how to be the best.

Employees were asked to nominate outstanding coworkers by dropping their names into a box. Nominees were presented with engraved wooden apples, while quarterly winners received a beautiful acrylic apple mounted as a trophy for their desk.



Organizers said that because employees were empowered to recognize performance, the campaign was an instant and long-running success.

Dear Addy,

ANSWERS TO YOUR PROMOTIONAL QUESTIONS

Q: We provide pool-care services, and would like our customers to adopt an automatic payment plan rather than billing them each month. Can products with our logo help?

A: **You bet. As you've no doubt discovered, bills usually have to be sent twice before they're paid, and follow-up phone calls are a costly hassle. A Philadelphia newspaper promoted an EZ-Pay subscription plan offering an imprinted travel mug or umbrella and a 10 percent discount to those who switched to bank account or credit card deductions. An amazing 65 percent of subscribers took the bait. Print your offer on a card and tuck it into the regular monthly bill.**



Q: Our company is planning a retreat for decision makers. We'd like to present an inspirational welcome gift that can pull double duty. We need flexibility so we can use the same gift later as incentives for other groups. Ideas?

A: **Select a product that has the potential to embody a broad theme. A great example is a lantern that can double as a spotlight, tabletop light or handheld flashlight. Inscribe the product with your logo and name, and welcome managers as *The Best and Brightest*. Later you can impress potential clients or donors with *Bright Ideas* or *Focus on the Future*. You get the idea!**



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:

- Promotional Apparel New and Hot Products
- Fund Raising Ideas Employee Motivation
- Tradeshow Giveaways Safety Programs
- Incentives/Awards Sales Promotions

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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- 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.