

# promotional products **work**



4imprint customers tell you how they have used promotional products to grab attention, grow their business, say 'thanks,' raise awareness or otherwise spread the word!

**10<sup>th</sup>  
Edition**

Daniel, with  
4imprint  
1 year

**4imprint.**

# Welcome to our 10th edition of 'Promotional Products Work'!

"Wow. When we started this project a few years ago, our intent was to simply provide a little 'creative fuel' to help you make some marketing magic. Ten editions later, it's become so much more.

Your suggestions, ideas and pictures have created a community of collaboration. People from various industries with different goals, coming together for one purpose: to connect with their audience. Thanks to our customers' creative ideas, there's something for everyone in this e-book. Whether you're rewarding outstanding work, building awareness or just getting started—welcome to the community.

As always, the ideas in this book are the result of YOUR hard work. Real stories from real customers, shared with you just as they were told to us in our 'Two-Second Survey.' Thank you for sharing your expertise. None of this would be possible without you.

If 'Promotional Products Work' has helped you spread the word about your organization, go ahead and share it with someone else who may benefit from the ideas inside. Let's continue the collaboration and expand the community. I look forward to hearing your ideas for our 11th edition."

Best,



Kevin Lyons-Tarr  
CEO  
4imprint, Inc.

Kevin Lyons-Tarr,  
CEO,  
with 4imprint  
25 years



P.S. Look for this icon  
to see photos sent from  
our customers!



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Increase participation, improve registration rates and maybe even generate additional revenue. If you're looking for that 'carrot,' look for promotional products.

# booth buzz

Promotional products might just be the best thing ever when it comes to making sure your booth is the one they visit. Here are some ways to make sure there is a well-worn path right to your booth.



## Kim from Willow Street

“We wanted to use something in addition to business cards to get our name out there. What better than a clip. These are probably used everyday in homes and our name will be seen when using them.”



Susie, with  
4imprint 12 years



[#2245](#), Power Clip

## Anonymous

“We are a playground distributor and wanted a playful giveaway at our spring conferences. The flying disc was perfect!”



[#5975](#), Fold Up Flyer

## Mitzi from Platteville

“We used the bag as a drawing item as well as door prizes. We took 6 bags and filled them with treats/gifts and people signed up for a chance to win one.”



[#106241](#), Metro Shopper Tote

## Nate from Morrison

“We ordered the Tech Capsule Dual Cleaner Clip as a part of the giveaway package for our local Regional Meetings. With so many screens in today’s world, we thought this would be a great, small piece to keep our brand in the forefront—and it’s done just that!”



[#130207](#), Tech Capsule Dual Cleaner Clip



## Anonymous

“We had a booth set up and filled the cups with chocolate monies for attendees to take with them.”



Stephen, with  
4imprint 1 year

[#4920](#), Challenger Mug—  
11 oz.

## Luis from Lexington

“It was great to see people carrying our bag around at the event with our logo right there on the outside to face the world, while all our competitors promotional material went inside the bags out of sight!”



[#113305](#), Pisces  
Pocket Tote

## Nichole from Falls Church

“We used the coloring books as an activity for kids attending our conference with their parents. The kids received a different coloring book at each break-out session their parent attended. The subjects of the coloring book’s helped the parents introduce the topics to their children at levels they were comfortable with, that was a bonus!”



[#117148](#), Fun Pack

## Anonymous

“We gave away small Whizzie Spotters at an industry trade show. We were the only exhibitors who were giving them away and they were the hit of the show. Some attendees came to our booth just to get them. Even people who didn't want to collect things from booths would take one of these.”



[#128617](#), Whizzie SpotterTie Luggage Tag

## Scott from Wilmington

“We needed a great tie-in between superior legal software and innovation for an upcoming trade show. As the Marketing Director, it is my job to come up with a winning theme to draw people in and get them to know our products better. I came up with the ‘Magic of Innovation’ idea where I hired a magician to help announce our new products and inform others of how our innovation in legal software helped attorney take control of their legal world. By designing magic tricks around our value propositions, the magician used our industry innovations and our software in each magic trick. It was a real crowd-pleaser and it drew so many more people to our booth.”



[#131494](#), Full Color Poker Cards

## Jill from Chicago

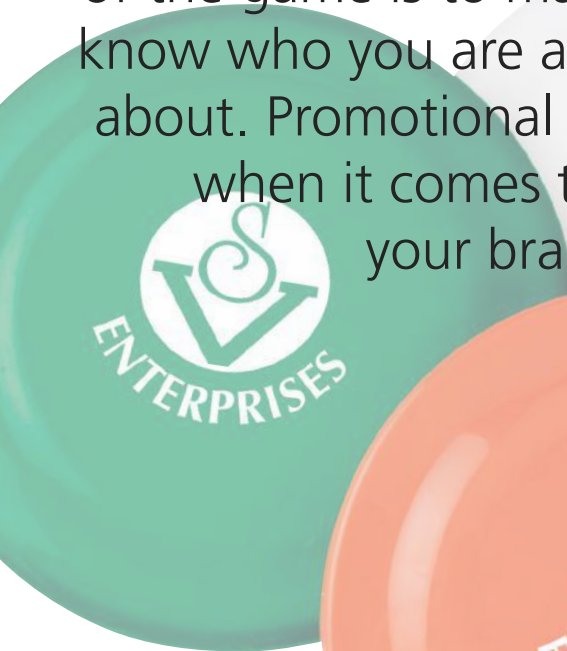
“We used this Plinko game on our table at our benefits fair where we definitely attracted people. We asked them a safety question before they could play the game and get a prize (no matter if they were wrong or right). It was a big hit and people were lined up to play. We also have a prize wheel that we found very effective. The sound the wheel makes when spinning gets people’s attention.”



[#105563-MINI](#), Mini Prize Drop with Case

# [ build your brand ]

From small business to big business, university to nonprofit, the name of the game is to make sure people know who you are and what you're about. Promotional products work when it comes to building your brand.



# build your brand

# #1

## Kris from Hillsboro

“We used these popcorn bags at the local high school athletic events to promote our brand and create some ‘talk’. It worked well and we will continue to use this promotional product.”



[#656](#), Popcorn Bag



# build your brand

# #2

## Eileen from Vancouver

“I use these wonderful tee shirts as both prizes and passive advertising. I have found that when I am traveling, especially in layovers in airports, the tees with my book information start conversations and sell books!”

Dave, with  
4imprint  
1 year



Brianne, with 4imprint  
1 year



[#6729](#), Hanes®  
Tagless® T-Shirt

## Jeremy from Beverly

“Few dog owners know that there are lawyers like Boston Dog Lawyers who can protect their rights to have and keep a dog. We need to keep our information in front of them daily, around the country.”



[#102400](#), Pet Food Scoop 'N Clip

# build your brand

# #4

## Donna from Hinckley

“I want to use this as a give away and an advertising tool. When customers order four BBQ sauces, they get a bag free, to put them in. Then you will see people wearing our logo bags on their backs, which will increase the amount of BBQ sauces I sell.”



#103027, Mesh Pocket Sportpack

# build your brand

# #5

## Rebecca from Lansing

“I teach a class on calendar use and organization for participants in an employment program. The product has a pen and a zip pocket for apt. cards and bus passes.”



[#103612](#), Planner w/Zip-Close Pocket—Weekly

## Risa from New York

“We ordered these water bottles as giveaways for our largest student festival of the year (over 500 in attendance). People love the vibrant colors and how well they match our branding! We also like to stuff Hershey’s® kisses inside to make it more enticing. Overall the water bottle is an effective method of branding since students carry it with them everywhere and others see our logo and website easily.”



[#111801-CR](#), Poly-Pure Outdoor Bottle with Crest Lid—24 oz.

# build your brand

# #7

## Anonymous

“Coats for our field staff to wear on construction job sites, showing off our company name to the subs and clients they work with there, and boosting morale by helping them stay warm with a high-quality winter coat from a well known and well respected name in the construction industry, Carhartt®. The guys love them!”



[#112596](#), Carhartt® Duck Detroit Jacket

## Karin from Evergreen Park

“We are a small credit union. At our annual meeting, to get our adult members to attend, we offer a cash raffle. We wanted something to offer our young (or potential) members who attended. So we purchased piggy banks and started their savings. The kids loved them!”



[#115897](#), Lil' Piggy Bank

# build your brand

# #9

## Anonymous

“We gave away the infuser bottles at a breakfast meeting, and we provided cut up fruit and mint leaves to put in the bottles. They were very well received. Beautiful quality item.”

Beth, with  
4imprint 2 years



[#117712](#), Fruiton Infuser Sport Bottle—25 oz.



## Ingrid from Fort Myers

“I use them for my real estate customers. I print out the listings and hand them over in the clipboard. On showing tours buyers can make notes on their listing sheets.”



[#121547](#), Maxx Clipboard Padfolio

## Anonymous

“We hosted a cocktail party for potential candidates to hire at our firm to give them some information about our company and gave them away as a thank-you for coming.”



[#128344](#), Bluetooth® Speaker Media Stand

## Ruthe from San Jose

“I own a wine tasting room and we bought the 6 bottle bags with our logo for our customers to use and use again. Hoping of course that they will use our bags all the time not just when they come to see us. This would help to get our name out there.”



[#109167-6](#), Six Bottle Bag

# [ for your cause ]

Whether it's a nonprofit, school store or fundraising, if you need money for the mission, promotional products work.



## Susie from Indianapolis

“We solicit funds for our Annual Awards Ceremony & Banquet and we ask neighboring companies if they would care to ‘sponsor the party favor’. We had that company’s logo on one side of the Brew Pub Glass and our fire department’s logo on the other side of the glass. Each attendee of our Banquet goes home with the glass as a ‘party favor.’”



[#306-16](#), Brew Pub Glass—16 oz.

[ for your cause ]

#2

## Anonymous

“Each year we host an annual civic dinner. It is one of our larger fundraisers every year. We will use the product we ordered as a favor for guests attending the dinner.”



[#2458](#), Business Card  
Chocolate Treat

[ for your cause ]

#3

## Anonymous

“Our high school basketball team was looking for a new way to support our school and raise money for the team. The umbrellas we ordered from here did both. The whole experience was wonderful and the product and design were perfect.”



Liz, with 4imprint  
8 years

[#25001](#), Budget-Beater  
Golf Umbrella

## Anonymous

“My nonprofit had a party in DC and we needed something to give as gifts. These bags came quickly and beautifully and everyone loved them!”



[#6251](#), Two-Tone Accent Gusseted Tote Bag



## Robin from Tulsa

“Our Employee Council sold Valentine Grams that said ‘You’re all WRITE by me!’ that staff were able to purchase for co-workers and include a handwritten note. We attached pens with each gram. The pen said ‘What you do at TCBH matters.’ Great morale day for all staff!”



[#8558](#), Seattle Pen

## Jennifer from Florala

“We have an annual golf tournament every May that raises funds for local individuals battling cancer. We will use the coffee mugs to give away to our players as a promotional gift.”



Troy, with  
4imprint 8 years



[#111699](#), Value White Mug—  
11 oz.

## Anonymous

“We have a group of kids raising money to go to Washington, D.C. in 2017. They have learned the history of Washington, D.C. in the school books, and now they will go and see the sites first hand. We bought umbrellas with the school color and added our school logo on them. We are selling them to help the kids raise money for the airfare to Washington, D.C. Everyone needs umbrellas for football, baseball, softball, tennis, etc., games. They can be used to keep dry or stay out of the sun.”



[#33010](#), 42" Folding Umbrella with Auto Open

## Anonymous

“We offered a special deal to our customers which included a mug and a bag of our amazing locally roasted coffee at a nice discount. We’re also using our mugs as a local Kickstarter perk for our kitchen fundraiser we’re currently running. The mugs are really great quality and people love them!”



[#126430](#), Minolo Ceramic Mug—  
14 oz.

## Frank from Rye Brook

“We ordered car magnets for the school’s hockey program as a fundraiser. The car magnets featured the school name and logo. They look great and the program is gaining exposure because of them.”



[#39206-RD4](#), Flat Flexible Magnet—  
Round—4"

# [saying thank you]

Whether it's for saying thank you to volunteers, to applaud hard workers for a job well done or for recognizing an anniversary, here are some creative ways to say "thanks."



# saying thank you

# #1

## Daniel from Troy

“A thank you give away for people who purchased a ‘City Pass’ for our 2nd annual Kilt Fest and Kilt Run. A valuable item in a craft beer city. Word quickly spread and a lot of people came looking for these.”



[#7868](#), Aluminum Bottle/Can Opener

[ saying  
thank you ]

#2

## Scott from Chillicothe

“We rewarded our employees for being safe and not having any recordable injuries for 3 years! When working in a factory, that is a milestone to celebrate! Thank you, 4imprint, for having a quality product at an affordable price!”



[#9331](#), High Sierra®  
Impact Backpack



# [ saying thank you ]

# #3

## Courtney from Le Mars

“We order the bag chairs as a gift option with our anniversary program. We are a transportation company, with drivers who haul to all 48 states and Canada. Offering our drivers a quality, sturdy chair that is compact enough to fit in their trucks gives them the option to sit outside and enjoy beautiful weather when they encounter it.”



[#104480](#), "BIG'UN" Folding  
Camp Chair

[ saying  
thank you ]

#4

## Dwight from Santa Clarita

“The Hollywood Curling Club has both a Regular and Platinum membership level. As a thank you to our Platinum members, we like to provide them with a gift. This year it was a stop watch that members can use to better their curling ability!”



[#109097](#), Get-in Step Color  
Stopwatch

# saying thank you

# #5

## Heidi from Detroit

“Our company is doing a ‘The Sky is the Limit’ thank you summit for our clients. We sent the luggage tags as thank you gifts. They tie in with our travel theme and they can use them when they fly in for the summit. They are cute, professional looking, and with the embossed logo, clients are more apt to use them for business and personal.”



[#109335](#), Colorplay Double  
Leather Luggage Tag

[ saying  
thank you ]

#6

## Claudia from Hollywood

“I am wedding planner, my client wanted a favor that everyone would use. I searched quite a bit and came across the loungers. We packed them nicely and have them ready for the reception. My client is delighted and those of her family that have seen the favors have all been saying they want theirs now. Huge success!”

Corkie, with  
4imprint 3 years



[#111181](#), Media Lounger

## Anonymous

“We gave our gift to servers that are taking service to the next level. Their personalized wine opener will set them apart from others. They love personalized gifts!!”



[#120017](#), Bordeaux Wine Opener

# saying thank you

# #8

## Anonymous

“Organization members who had committed themselves to an early morning program received alarm clocks as a gift/encouragement to continue to awaken on time.”



[#125028](#), Glass Desk Alarm Clock

[ saying  
thank you ]

#9

## Heidi from Loveland

“These jackets were a 3-year anniversary gift for our nurses; we went with Eddie Bauer® for brand recognition, and there were a lot of positive comments.”



[#125034](#), Eddie Bauer® Quest Microfleece Jacket

## Anonymous

“We provided these to students who volunteered to be in promotional photographs. We’re not able to pay students to model for our photos, and the portable chargers were a perfect gift for our students.”



[#128422](#), On The Go Flashlight Power Bank—2200 mAh



[ saying  
thank you ]

# 1 1

## Tony from Fort Wayne

“The Water Bottles were a SUCCESS! We do a lot of work in the field and use water bottles to ensure hydration requirements are kept up with. Not only practical for that, but useful with our logo outside of our missions to spread the word of our organization! Great Job, 4imprint!”

Matt, with  
4imprint 10 years



[#110436-24-T](#), Polysure  
Cyclone Sport Bottle—  
24 oz.

## Anonymous

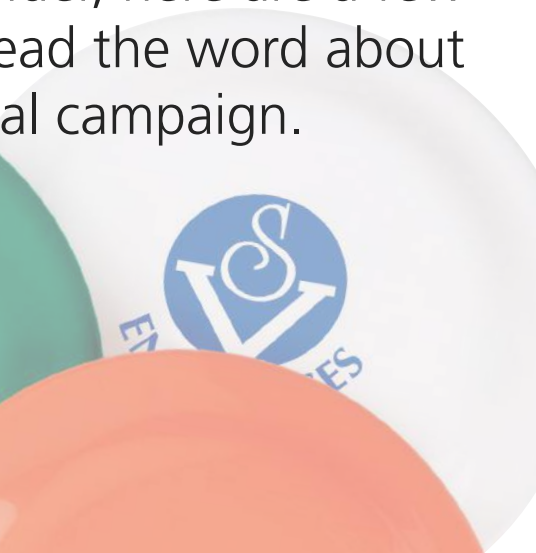
“When our patient’s get their braces off, we ask them to take a selfie with their new smile (and new shades!) and post it to their Instagram account. Then they get to keep the sunglasses!”



[#129125C](#), Sunglasses

# [ spreading the word ]

Whether it's public safety or a simple community reminder, here are a few ideas to help spread the word about your special campaign.



## Anonymous

“We used the maze pens to encourage prospective college students to stop by our table at various college resource fairs. The pens are whimsical and definitely get people’s attention.”



[#2229](#), Maze Pen

## Anonymous

“I work for my university’s tutoring center. In order to promote our services, staff members visit classrooms to encourage students to use our academic support services. This year we decided to use drawstring bags as a giveaway with the intention that it would leave a lasting impression on the students and remind them to visit the tutoring center. The bags were well received and appreciated by our campus students.”



[#7194](#), Promotional  
Drawstring Sportpack

# [ spreading the word ]

#3

## Laurie from Lakeland

“We are a municipality that utilizes a public education and outreach program to educate our citizens about pollution prevention.”



Bryce, with  
4imprint 1 year

[#9646](#),  
Bio-Washed Cap

## Anonymous

“We are using the wooden nickels as part of an educational outreach program point system. When the children attend the programs, complete the activity/reading logs, or participate in another community event, they receive a token. The tokens are then put into a drawing for prizes. The kids love them and it has made managing the points system of our program much easier.”



[#12945](#), Wooden Nickels

## Misty from Columbia

“The luggage tags were ordered for our students at the University of Missouri. We wanted them to have luggage tags that were easy to spot on their travel abroad trip to Germany.”



[#86017](#), Find-Your-Luggage Tag



## Anonymous

“This pen is used to give out at recruiting event for studies that we are currently running. The pens have our telephone number and email address so they can contact us if they’re interested in participating in one of our studies.”



Matt, with  
4imprint 9 years



[#8550](#), Value Click Pen

## Mary from Tucson

“As a school leader, we have put a behavior system in place recognizing when students are being respectful, responsible, and kind. When a student receives a “caught ya” award, they are entered into a drawing for a prize.”

Danielle, with  
4imprint 3 years



[#106759](#), Ear Buds with  
Interchangeable Covers

## Marcia from Curtis

“We gave a presentation to 5th and 6th graders at a Farm Safety Day on 911 and first aid. Our item was placed in the students bags.”



#120059, Neck Tote First Aid Kit

## Katanga from Hayneville

“We use these to promote increased water intake (instead of sugary drinks) throughout the community with a 40% adult population that is obese.”



[#127005-20-C](#), Clear Impact PolySure Clutch Sport Bottle—20 oz.

## Leann from San Angelo

“We are a Meals on Wheels program and bought these to help the drivers carry their meals. We have a much more expensive version but, these are smaller, lightweight, and if for some reason they aren't returned, there was no huge investment.”



[#104502](#), KOOZIE® Zippered Insulated Grocery Tote

## Anonymous

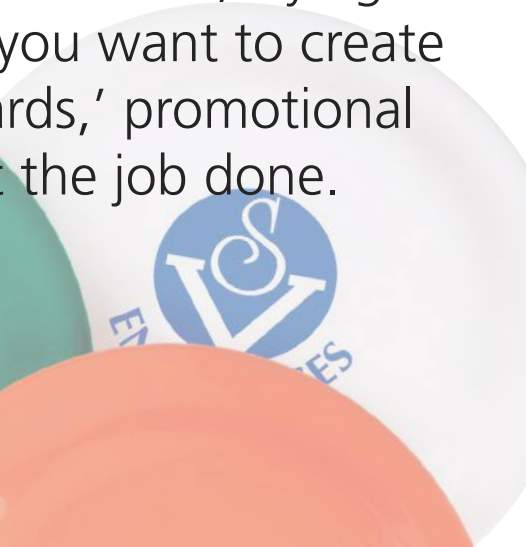
“We are a public water agency, trying to increase understanding of what we do. We were looking for something related to water that would help draw people to our booth. These ducks worked! We put them in a large silver bowl (about 75 fit in the bowl at a time). We had people come over and talk to us. What a great way to draw them over.”



[#4812-L](#), Rubber Duck—  
Large

# team unity

Whether you're looking to outfit your team for a consistent look, trying to build morale, or you want to create 'walking billboards,' promotional products get the job done.



## Mark from Jonesboro

“Our radio station’s news department was growing, and they needed a nice, professional-looking logo bag just large enough to carry a recorder, microphone, cable, notepad and pen, etc. I found what I wanted on the website, and I ordered enough for everyone on our staff and a few of our volunteer producers to have one. It turned out great!”



Amy, with  
4imprint 14 years

[#7741](#), Essential Brief Bag



## Jessica from Pomona

“We ordered Padfolios with our Company name on them for our volunteers. Our volunteers are able to use them to keep them organized and feel part of the team. It motivates them to keep volunteering, and they feel good about what they do.”



[#17023](#), Zippered Polyester Portfolio

## Lucinda from Baldwin

“Annually we buy shirts for our tax preparers, its a way of saying thanks, it gives them a go-to shirt for work, and in their words “it helps me to remember how many years I have been with the company.” One shirt one year, etc....”



[#104107](#), Hanes®  
ComfortBlend® 50/50  
Jersey Sport Shirt

## Anonymous

“We provided our group journals with the company logo on the cover to be used for goal setting and note taking for this coming year. It was just one more way to treat our employees like a united group with common goals and objectives.”



[#104109](#), Neoskin Journal

## Tommy from Honolulu

“I have a yearlong promotion where the top performers are invited to an Top Performer Awards dinner. The clock was a gift for all of the qualifiers.”



[#119657](#), Clock & Photo Frame

## Anonymous

“We ordered the personalized safety glasses. The technicians enjoy having the logo on their personal items, so when they’re working with another team, they know which one’s are theirs.”



[#120415](#), Lightweight Safety Glasses

## Azurdee from South Saint Paul

“We took our team through a recent training and the mirrors were used to motivate them to smile on the phones.”



[#121256](#), Button Style Mirror

## Anonymous

“As a recognition program our employees are encouraged to recognize individuals that help them succeed in the work place.”



[#123809](#), h2go® Allure Sport Bottle—28 oz.

## Linda from Fayette

“We used the hi-vis hats as a safety promotion for our employees. They are happy to use these as an alternative to wearing a hi-vis vest.”



[#124806](#), Outdoor Cap Safety  
V Crown Cap



## Nan from Fremont

“As the head of a fraternal body for the state of Nebraska, we wanted a gift that would be impressive as well as useful. The business card case with the motto for the year engraved on the cover is a great reminder of what we are doing as a fraternity.”



[#125017](#), Plata Business Card Case

**team unity**

# 1 1

## Marketta from Floyds Knobs

“Our asphalt paving teams are out all day. We put their new hats and uniforms in the KOOZIE® Coolers on their first day back for the 2016 season. They LOVED them!”



[#127386](#), KOOZIE®  
12-Can Duffel Cooler

# [ the carrot ]

Increase participation, improve registration rates and maybe even generate additional revenue. If you're looking for that 'carrot,' look for promotional products.



## Anonymous

“We plan to use these to ultimately increase sales but they will be available to our customers at trade shows and as tokens of appreciation.”



[#2423](#), Elite Cap

## Anonymous

“As a part of our client retention program, we offer a few promo products to existing clients that come in during the ‘off season’ to keep them coming back during tax season. The calendars and other smaller items that we gave away this summer went over great and clients loved the quality of products.”



[#9123](#), Beautiful Gardens Calendar

## Deborah from Melbourne

“For Christmas I gave everyone who purchased anything a tote bag. I said, ‘It’s Christmas, I would like to give you a gift.’ Sometimes they only bought a \$5 teabag holder and they reacted with surprise that my little pottery shop was giving them a very nice bag. Several times these people added more to their purchase or came back and made another purchase. My phone rings non-stop with publications, websites, etc...wanting me to give them hundreds of dollars for ads that don’t work. When I use my advertising dollars for this wonderful product that benefits my customer they respond by being loyal to my shop and use the bag to help me advertise.”



[#106836](#), Value Grocery Tote

## Eileen from West Chester

“As a gift with purchase—buy a The North Face coat during a 3 hour kids event and receive this gift.”



[#128315-WW](#), Grow Your Own Winter Wonderland

## Angela from Wyandotte

“At our event we always sell some type of pen. Needless to say, pens are hard to make new and different so the attendees tend to overlook them. However, this pen is definitely new and different and will no doubt attract new sales.”



[#108861](#), Neon Tri-Twist Pen/Highlighter/Pencil



## Anonymous

“We provide jump drives with our sales information on them to groups at lunches. These lunch and learns allow a company to bring together multiple employees to hear the sales pitch and information that we provide all at one time.”



[#112703](#), Swing USB Drive

## Angel From Ooltewah

“We are a garden center with 16 acres, much of it outdoors. If it begins to rain, people tend to get in their car and leave. We decided to place umbrellas around the property with signage encouraging people to borrow them for protection from sun or rain and return them at the cash register.”



[#121319](#), Crescent Accent Umbrella—46" Arc

## Rhonda from De Witt

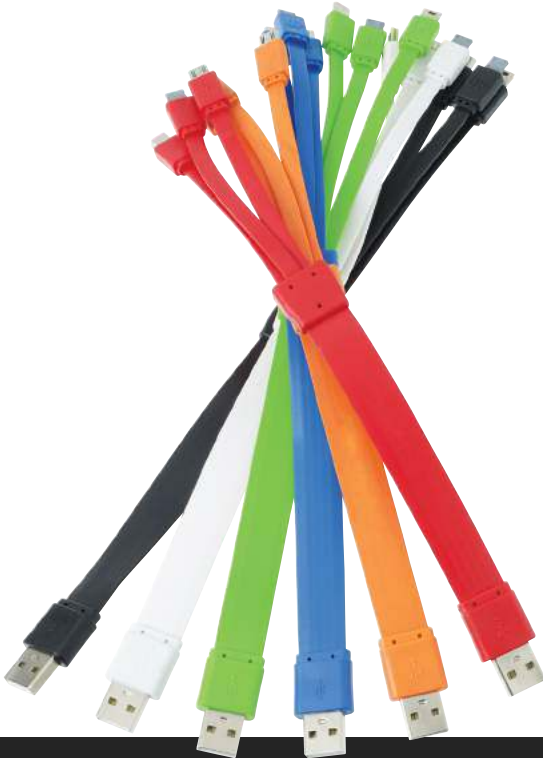
“This item was selected to be given away at a health fair to promote drinking more water. What better way to drink more water than to infuse it with fruit!”



[#127493](#), Orbit Infuser  
Tumbler—24 oz.

## Kim from Reston

“We purchased the trio charging cables which were the hit of the show. Everybody wanted one which got them to our booth to talk. This has been one of our greatest promotions.”



[#128015](#), Trio Charging Cable

## Share your success story!

Have you found success with your promotional products? You can help others by sharing your expertise! Simply e-mail a photo of your product to **social@4imprint.com** with a brief description of your success story. We'd love to share it with others via social media and maybe even in our next edition of 'Promotional Products Work'!

See more ideas and past editions of 4imprint's 'Promotional Products Work' at  
**4imprint.com/EBook**

