

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!

4th
Edition

David
with
4imprint
2 years



4imprint®

Welcome to our fourth edition of 'Promotional Products Work'!

With every edition, I'm reminded of what can be accomplished when people work together for a greater good. What started out as a little experiment to see how people use promotional products has become a community of collaboration. This labour of love is possible thanks to your hard work and willingness to share your successes with the masses. I couldn't be more grateful or more proud to call you a customer.

Choosing the "perfect" product to send the "perfect" message to represent your brand isn't easy. Our job is to make it easier for you, and I think this little ebook does just that. It's the collaborative nature of this project—real stories from real customers—that makes it so special. It thrills me to read these success stories, knowing others will benefit from your experiences.

Thank you for helping us help others. If you know someone who needs a little inspiration to boost sales, thank donors or celebrate achievements, share this ebook with them. Maybe they'll feel moved to share their success story with us. And maybe their story will inspire someone else. And that, my friend, is what true collaboration is all about.

I can't wait to hear how you're doing in 2018!

Best,



Kevin Lyons-Tarr
CEO
4imprint, Inc.

Kevin Lyons-Tarr
CEO, with 4imprint
27 years



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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.



#C114838, Moreno Textured Micro Polo

We wanted to get shirts so that we all matched at work and also to make us more identifiable when attending events/trade shows. The shirts arrived quickly and in plenty of time for our first event. We love how they look and feel...and were amazed by how the dog hair doesn't stick to them!...If only we could find pants like that, too =>

Keri from St. Catharines

#C105023,
Oxo-Biodegradable
Grab Bag



Jenny
with
4imprint
15 years

We gave them away with samples of our products at our last trade show. The customers loved them and everyone walking around the show was displaying our logo!

Anonymous



#C17613, Business Card Magnet

I pass them out at comic conventions to people who might be interested in purchasing goods (graphic novels/artwork) or commissioning artwork from me.

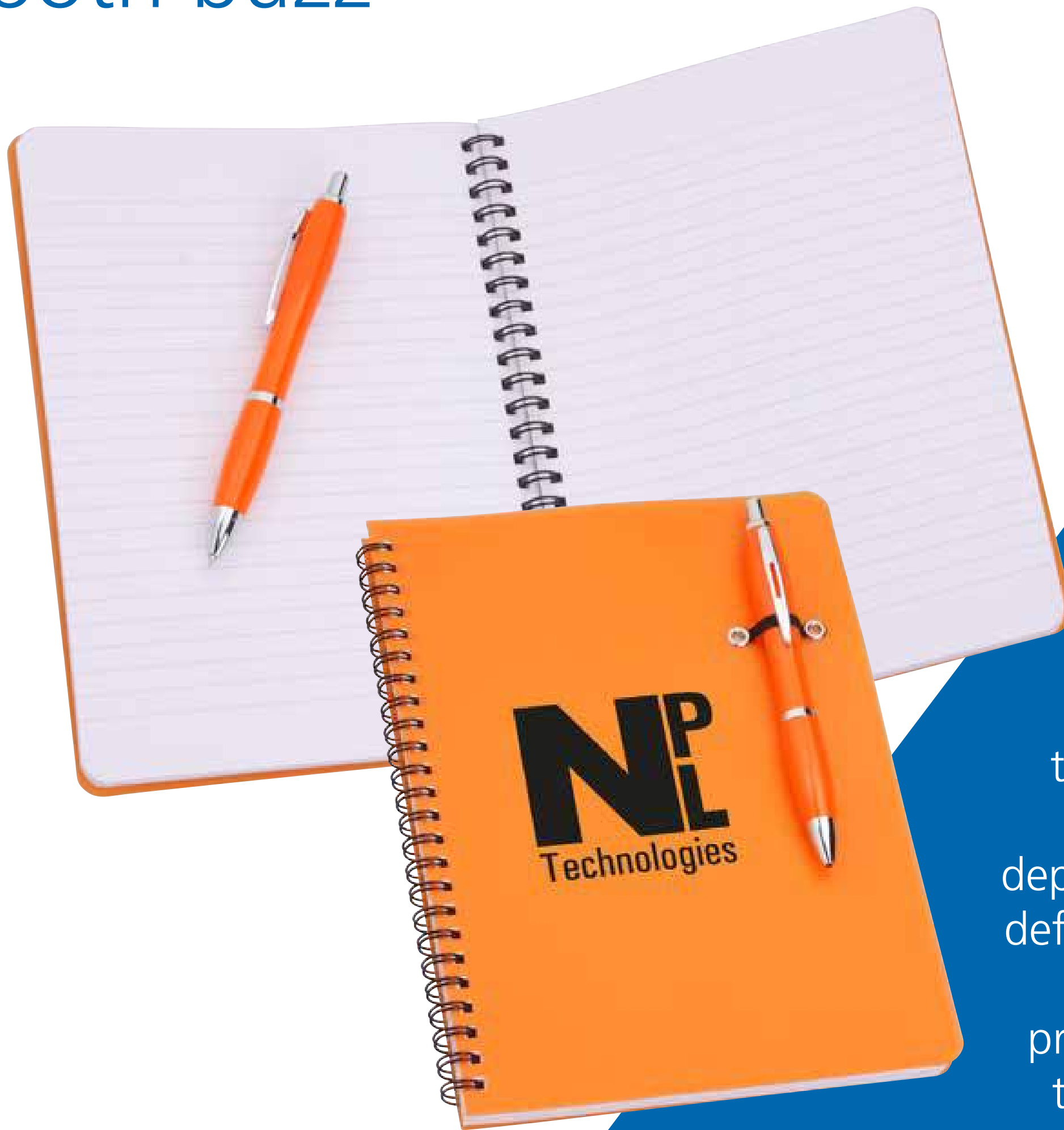
Anonymous



#C113890, Non-Woven Stadium Mat

Our conference is held every 3 years. We have given out totes, pens, notes and other misc products, but the lovely cushions we purchased were perfect! The side pocket held the delegate's agendas, etc. and can be reused as they attend other functions as a comfort item. Sitting on hard chairs for two days was much more appealing, and we have had positive comments on the thoughtfulness of our gift. Thank you!

Barb from Prince Albert



The items were distributed to a conference with a threefold objective: increase our department's visibility, define its image (with its new logo) and provide a useful tool to those attending, a tool which is always needed at a conference.

Anonymous

#C109668, Isadora Notebook Combo



The junior padfolios we ordered for a conference were very well received! Our registrants were given the choice of 4 colours (we ordered equal amounts of each colour offered) and they loved it! They commented on how classy they looked, and the female registrants liked the idea of being able to fit the padfolios in their purse for use at the conference and beyond.

#C111483, Pedova Jr Zippered Padfolio

Anonymous



#C139675, Retractable Charging Cable

We had an opportunity to place a promotional item with each plate setting at a dinner event during a conference. Since there was little space on the dinner tables, we needed something small and brightly colored. The conference was overseas so small dimensions and low weight were important to reduce shipping cost.

Anonymous



#C139676, Jupiter Bluetooth® Speaker

We use this as swag at events at our booths to increase more traffic and attract customers to us. This helps us with conversation starters and also brand our product to give our potential clients.

Anonymous

Bonnie
with
4imprint
2 years



#C144282, 6' Table Throw

The table skirt ordered was of good quality, color and appearance. It show cased our organization with such a professional look. It definitely helped attract conference delegates!

Donna from East St. Paul



#C124223, Lanyard with Metal Bulldog Clip

This was our first conference and we wanted to be sure to look professional. The lanyards looked great and really showed off our brand.

Anonymous



#C121872, Non-SPF Lip Balm

We use the products at Recruitment Career Fairs to attract people to our booth while at the same time providing them with an item that they will use later and others may see and it assists in getting our brand out.

Anonymous



We used our pens as giveaways at a Trade Show to create brand awareness.

Pens are a great item to give because potential clients will keep them, use them and remember where they got them!

We were also able to order the pens in our Corporate colours, and that was very important to me.

Marilyn from Calgary

#C137404, Value Stick Pen

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



#C134961, Under Armour® Tech Polo

We attend a lot of business casual events and wanted to get our logo in front of prospects in a relaxed way.

Anonymous



#C110606, Econo Metal Keychain

I have to date purchased 1,500 keychains and they go on every set of keys when I sell a car, truck or SUV:) They never forget me when they have a keychain with my name, business and my personal cell phone number:)

Chad from Brantford

build your brand

#3



#C108714, Jumbo Grocery Tote

We use these bags for general promotions as well as our food bank hampers.

Anonymous

#C110142,
Take Home Bag

Mai See
with
4imprint
4 years

We used these bags with our company logo. One it helped us promote our brand. Second it will stay with the customer longer which will help in future as well. Third it was a convenience for our customers to carry guides in the trade show.

Anonymous



#C110607, Value Sport Bottle with Push Pull Cap

We wanted to give a gift to all the youth hockey players who participate in our annual charity pond hockey tournament. In addition, we wanted to have the name and website of our tournament on the gift item so there would be a visual reminder of the tournament to help with registrations for next year's event.

Tanis from Minnedosa



We had an event called Health, Safety & Wellness week. It was a way to promote healthy lifestyles and choices. As we are a company that is mostly outside, we want our employees to wear proper protection. It was a nice way to give our employees sunglasses to protect their eyes, but also branding as they walk around.

Ashley from Niagara Falls

#C107694, Sunglasses



#C134316, Round Golf Bag Tag

We ordered Golf Bag Tags for our golf members, which they were very pleased with, and by using them also advertises our Golf Course should they be at an alternate course.

Joan from Wasaga Beach



#C134891, Lunar Charging Cable Keychain

This was a great choice for bringing our brand in front of a youth audience with something that they will keep and use and will keep our logo and contact info in front of them for a long time after the conference.

Anonymous



#C120576, Nite Glow Bracelet

We used our items to put in take-home bags for a large children's event. The kids were very excited to receive them.

Anonymous

build your brand

#10



#C101705, Krypton Pen

I always put a pen into the folder for real estate contracts and showings. This provides convenience for the client and me since there is no need to search for pens for signatures and during showings allows clients to make their own notes on the feature sheets. It keeps my name in focus for all who use them.

Patricia from Pouce Coupe

for your cause



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

for your cause

#1



#C102233, Maze Pen

I ordered the maze pens to complement a recent book release for a story that included a labyrinth.

Katlin from Cambridge

for your cause

#2



#C129645, Crossland™ Soft Shell Jacket

We are an organization that helps with medical attention for citizens outside of our municipality. The costs are extremely high so with these products we are able to fundraise and be able to help out financially to help lessen their burden.....

Christiana from La Tabatiere

for your cause

#3



#C110122, Challenger Mug

As a church group, we will be using the mugs to raise funds for PWRDF projects.

Anonymous

for your cause

#4



#C17614, Flat Flexible Magnet

Gave it as gift with donation.
Pamela from Hillsborough

for your cause

#5



#C123409, Econo Lapel Pin

We are a nonprofit organization who helps through fundraisers, our citizens who have to seek medical services outside of our isolated community.

Anonymous

for your cause

#6



#C121402, Silicone Smartphone Wallet

We had a golf tournament fundraiser and gave the item out at the putting contest.

Anonymous

for your cause

#7



#C104212, Wolverine Pen

The pen was a free giveaway to our guests at our fundraiser as a bonus for their support.

Kem from Scarborough

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

See
with
4imprint
6 years



#C123894, Gildan® Heavy
Cotton T-Shirt

Thank you gifts for our volunteers during National Volunteer Week. We always try to find new gift ideas for our volunteers that they will use. This year we wanted them to have something they could wear with pride while out in the community.

Anonymous

saying thank you

#2



#C135885, FILA® Torino Cap

We purchase personalized hats for our sales agents who were exceeding in sales as a thank you gift. They really enjoyed them and appreciated the gesture.

Anonymous



#C114492, All-Purpose Tool Bag

We provide gifts to our current and past employees with 25 years or more of service with a gift at an annual recognition luncheon.

Anonymous

saying thank you

#4



#C118901, TGIF Brief Bag

The brief bags will be given to each presenter. This hopefully helps give incentive to others to present at our next conference.

Tom from Toronto

saying thank you

#5



#C136123, Bodyguard RFID Aluminum Wallet

We handed out the aluminum wallets at our Volunteer Appreciation Supper. Our volunteers really liked the gift, and also commented on how much they appreciate the gifts we give every year. We have been ordering from 4imprint for a few years now.

Anonymous

saying thank you

#6



#C129204, Sculpt Travel Tumbler

The mugs were a thank you for parent volunteers and there were many requests of whether or not there were mugs that could be purchased. We're considering using them as a fundraiser for next hockey season.

Martina from Ashcroft

saying thank you

#7

Mike
with
4imprint
18 years

#C110122, Challenger Mug



We ordered these sharp looking, inexpensive mugs as a year end party favour for our volunteer potluck. We stuffed them with goodies like hot chocolate, teas and candies in a snowflake printed cello bag. We added a thank you message on a gift tag and tied it with a ribbon. The mugs did double duty as a table decoration.

Chris from Hanover

saying thank you

#8



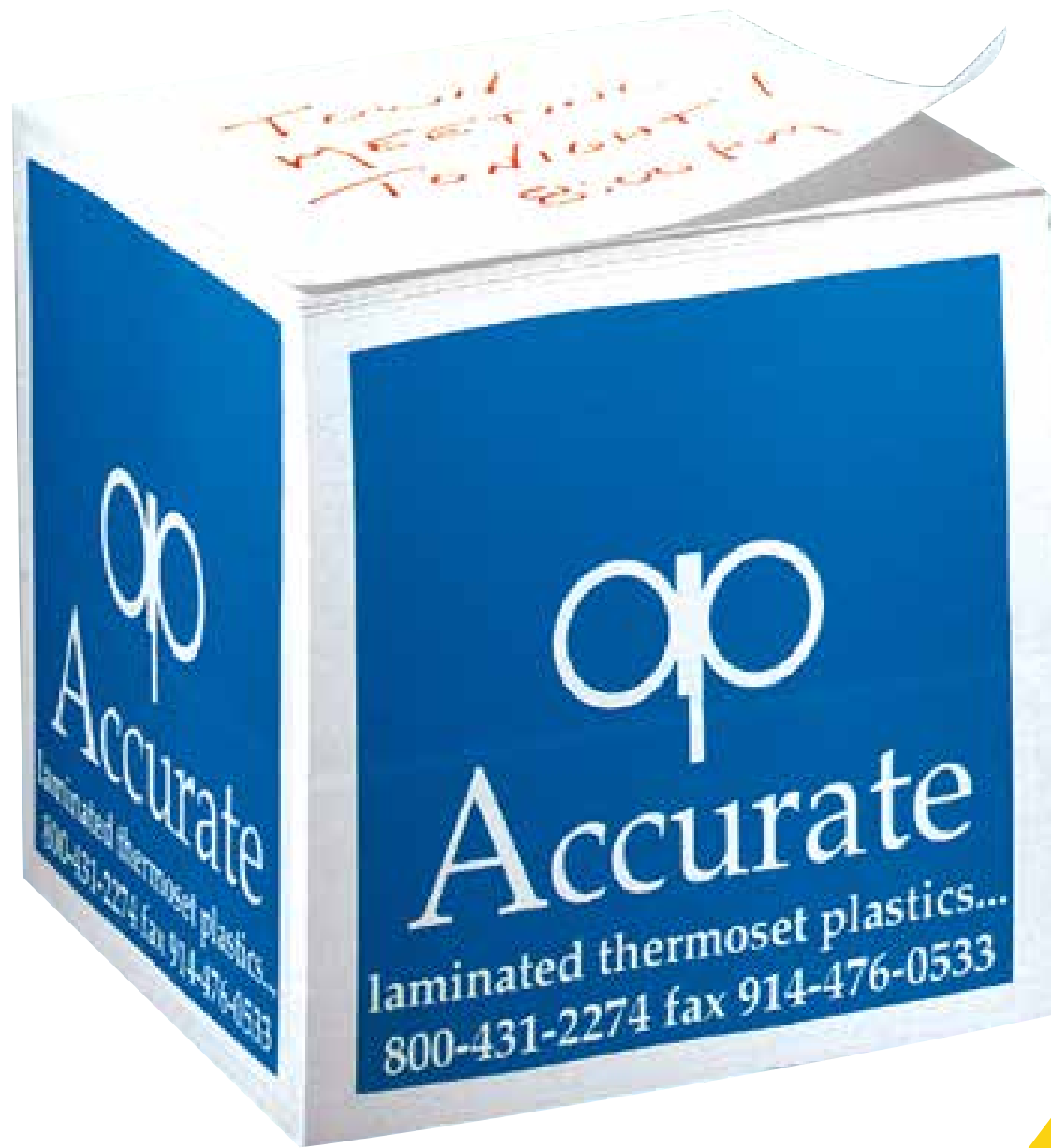
#C109674, Fold-Up Blanket Bag

I purchased the blanket as a thank you gift for people in our community who volunteer their time and talent by making a presentation or workshop on a variety of subjects. It is an excellent gift because it can be given to both male or female presenters.

Anonymous

saying thank you

#9



We are a high school who are always looking for a way to thank our Co-Op placement sponsor businesses - within a very limited budget. Note cubes with our school motto on the side (which we will present wrapped with a matching coloured ribbon and nice note card) will - we hope - be both useful and a reminder of what we hope was a great experience working with our students. Within our budget, too!

Anonymous

#C17654, Post-it® Cubes

Post-it® is a registered trademark of 3M.

saying thank you

#10



#C139936, Selfie Stick with Pouch

Hosted a spin and win during a sales event. Prizes varied from \$5 to \$50. We used the Selfie Stick and pouch, among various other branded product from 4imprint as instant prizes. We selected items that could be easily carried around by customers.

Anonymous

saying thank you

#11



#C134349, Velocity Power Bank

We are celebrating a milestone in our charity, 25,000 wishes! We purchased power banks for our biggest donors and also our staff to celebrate the power of 25,000 wishes.

Anonymous

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.



#C131071, Everyday Grocery Bag

For every adoption made at the shelter, we put all of the pet's paperwork and a sample bag of food into the bag. This way everything is neatly kept together and the adopter is leaving with a bag with our logo on it.

Anonymous



#C111043, Aluminum Water Bottle with Carabiner

We are promoting a program which is directed to a particular group of youth at risk. By creating a brand which they can identify with we reduce the impact of "labelling" and hope they will be more likely to seek out our services and supports. It also helps to promote the support among the professionals these youth are also involved with.

Brenda from Lindsay

spreading the word

#3

Dan
with
4imprint
18 years

#C114427, Jogger Sport Bottle



We provided water bottles to all of our students to promote the consumption of water rather than juice, pop and sports drinks.

Anonymous



#C141729, Grip-It Magnet Clip

We use these products for public awareness regarding forest fires. A big part of our goal is to ensure that people know the proper phone number to call to report a forest fire should they see one.

Anonymous



#C109231, Fun Flyer

I am a small non-profit organization, so finding a great, inexpensive item to raise awareness of my fatherhood organization is a huge benefit. I keep a pile of the flying discs in my trunk and give them out to fathers when they are with their kids. They almost always go online to check out my organization that day!

Anonymous



#C138776, Outdoor Value Sail Sign

The flags were used to get people in the area to notice our Church's Kid's summer camp. We'll be using the flags for years to come...thank you for all your help, knowledge and expertise.

Salem from Mississauga



#C114537, Silicone Wristbands

Anti-Bullying Awareness school campaign.

Tracy from Okotoks



#C7678, Kidz Bandage Dispenser

Generate Buzz
i.e. get our message out to our clients, community partners to use our immsonline site to report immunizations. We hand out quantities to physician offices for patients, we provide at our own clinics, and for any projects or functions that would apply.

Anonymous



We used the item 'zipper pull safety reflector' to promote our unit/organization at a community event. We had a spin wheel where it attracted families and kids to our booth. When we were giving away the item, it allowed for a discussion about pedestrian safety and how to use the item.

Anonymous

#C132726, Reflective Zipper Pull



#C114466, Mini Round Button

We were hosting a launch of one of the new and exciting initiatives and we wanted to order buttons to generate buzz.

Samantha from Toronto

team unity



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



#C121147, Coal Harbour Everyday
Colourblock Fleece Jacket

Morale has been low for many years; there has been a concerted effort to raise "team" awareness and buy-in. The jackets have contributed greatly to our team spirit.

Anonymous



#C122646, Happy Mood Maniac Stress Keychain

We use these items to give to new staff when they join our agency. They are included in an orientation package which we provide all staff.

Anonymous

team unity

#3



#C119566, Pro Team Moisture Wicking Tee

We entered a community run as a team!!

Jana from Corner Brook

team unity

#4



#C134907, Australe Stainless Vacuum Bottle

Our organization wanted to boost staff involvement surrounding a new program at work. Water bottles given to staff helped get them excited to promote it from within.

Anonymous

team unity

#5



#C121789, OGIO Crush Henley

We ordered branded shirts to wear for conferences/career fairs/ etc. They are professional and tidy looking and will be helpful to ensure our brand gets the exposure it needs :)

Anonymous

team unity

#6



#C120234, Flavour-It Glass Water Bottle

We offer our employees a promotional item yearly to boost team morale and motivation!

Talie from Montreal

Linsey
with
4imprint
4 years



#C116841, Fruit of the Loom®
Heavy Cotton T-Shirt

Cory
with
4imprint
1 year



We have the parents purchase them under cost price so it is affordable and their child wears them sailing to make them feel more of a special group.

Anonymous

team unity

#8



We wanted an easy way to identify our board members to guests at our events. The sashes made our group highly visible to attendees; are reusable for other events and sparked conversation and questions about our organization - Perfect!

#C131764, 3" x 72" Sash

Anonymous

team unity

#9



#C118254, P Tech Moisture Wicking Full-Zip Sweatshirt

These sweatshirts look so great that we wear them with pride in the community and the logo generates feedback about our business.

Sharon from Pembroke

team unity

#10



#C111028, Reflective Lanyard

I'm part of the HR Team for a ski resort - we gave out lanyards as "swag" for our 500 staff. They have the resort's Core Values on them and they are reflective which is awesome! And the staff always love a free gift!!!

Katy from Panorama

the carrot



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



#C116841, Fruit of the Loom® Heavy Cotton T-Shirt

Municipally owned craft shop, that sell items with the community symbol on it.

Anonymous

the carrot

#2



#C135363, Smart Grab Microfibre
Cleaning Mitt

Every guest that services their vehicle
at Lexus of Oakville gets one of these
complimentary gifts.

Anonymous



#C7687, Polypropylene Drawstring Sportpack

We invited all the grade 7 students in our catchment area to a fun day of activities at our high school as a means of introducing the school and encouraging them to choose us as their future high school. The goal was to increase future enrollment. We gave out sportpacks with our school logo printed on them as a parting gift/memento of the day.

Anonymous



#C116076, Flip-Top Dispenser with Sugar-Free Mints

Giving them away as a gift with purchase.

Richard from Etobicoke



#C112172, Beach Towel

Gave out towels to everyone that showed up at our series end wrap up party - they were a huge hit!

Anonymous



[#C5638](#), Zippered Vinyl Portfolio

My municipality ordered a portfolio to hand out as thank you to businesses who decided to set up operations in our quaint little town. The portfolios display our logo beautifully, and I would be willing to use 4imprint again soon. An unexpected bonus was how detailed the logo was. I expected it to be simplified to the extent of losing important details. To my surprise they turned out next to perfect! Thank you 4imprint.

Anonymous



#C114801, 16" Beach Ball

We gave away the beach balls at an event for our Kids Club. Kids 10 and under can join for free and enjoy exclusive discounts and events. Kids Club members got a free item (beach balls, jump ropes, etc.) for attending our Spring Break events located in our centre court.

Roxanne from Winnipeg

Share your success story!

Have you found success with your promotional products? You can help others by sharing your expertise! Simply email a photo of your product to **social@4imprint.ca** 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.ca/EBook**

