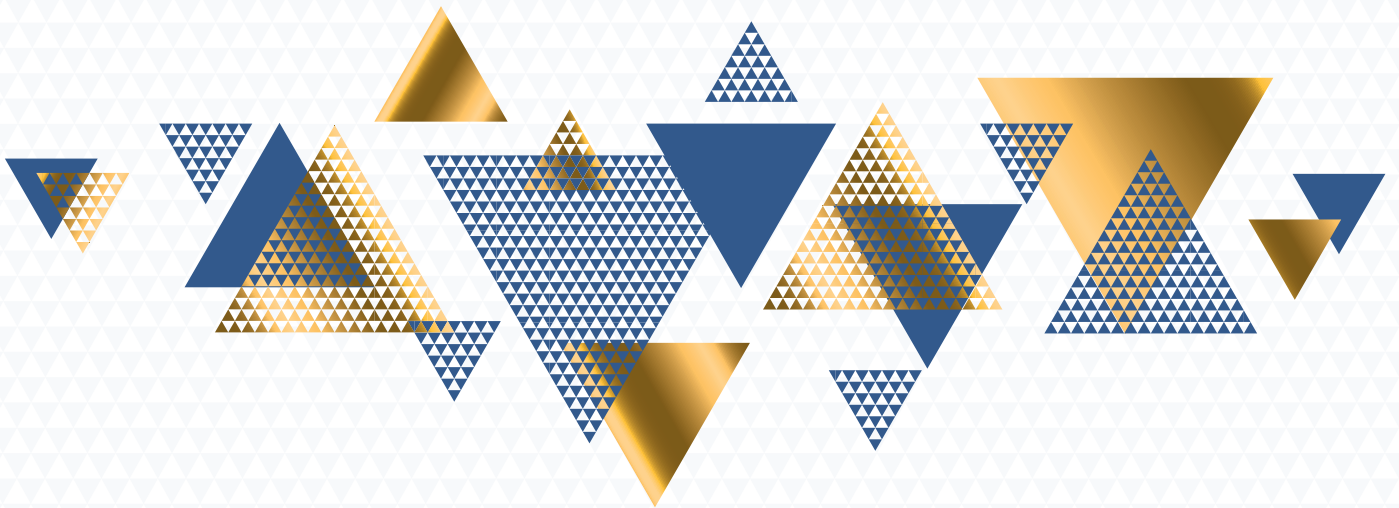


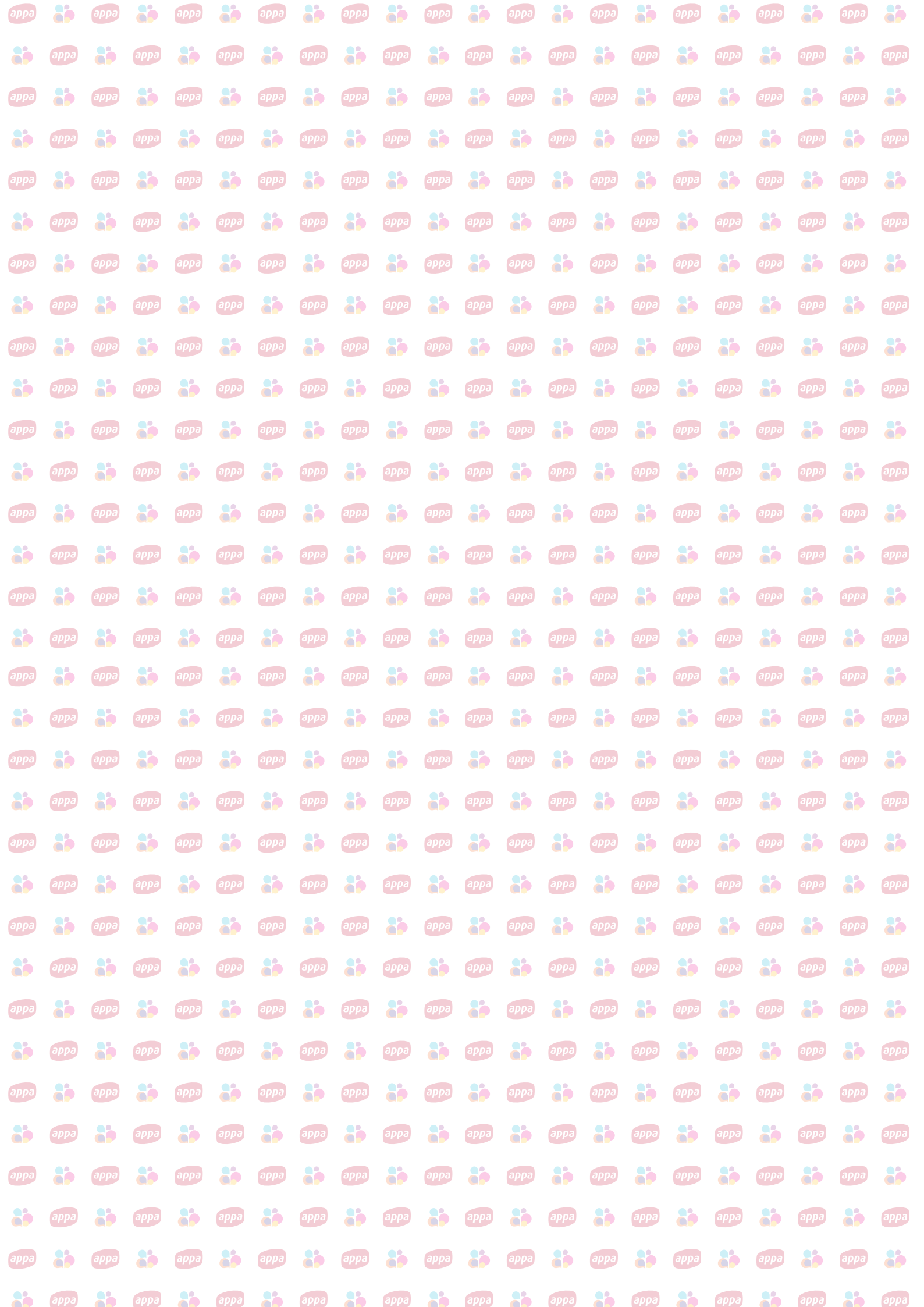


AUSTRALASIAN PROMOTIONAL
PRODUCTS ASSOCIATION

2018 APPA AWARDS



New Zealand Awards for
Promotional Products
Marketing Excellence Guide





“Winning an APPA award has added brand strength for self-promotion, strategic pitches, supplier recognition and industry awareness has also provided a sense of pride in our employees.”

“The benefits of entering the awards are two-fold. Firstly, it’s a great morale boost for our staff and clients following the time and effort they invest in each project. Secondly, publicly leveraging wins is great PR for our merchandising business.”

“Winning an APPA Award has cemented our position as a leader in the promotional products industry. The industry awards offer us an opportunity to promote ourselves as a leader in our field.”



APPA Awards for Promotional Excellence

The APPA Awards for Promotional Excellence celebrates the most creative part of our industry recognising the outstanding use of promotional products in business and marketing programs.

Proving the value of promotional products marketing as a means of driving brand activation, the award winners used a unique range of promotional products to drive strong engagement and profile elevation.

About APPA

The Australasian Promotional Products Association (APPA) is the only professional trade association specifically for the promotional products and promotional marketing industry in Australasia that advocates for, educates, and facilitates business in a region that turns over approximately 2 billion and employs approximately 20,000 people. APPA Members represent over three quarters of the leading and most influential promotional product professionals in Australasia. APPA was established to promote the development, integrity, professionalism and creativity of the advertising form dedicated to promotional products and marketing ensuring good business practices and the highest industry and community standards. APPA represents Members in Australia, New Zealand, and the Pacific Islands where each Member must follow a strict Code of Conduct to be permitted membership.

Promotional Products Work

APPA research shows:

- » 90% of large corporates use promotional products to increase brand awareness. The next most popular reasons were: adding value to attendees at events or activities, reinforcing brand value, connecting with consumers and creating a way to stand out from competitors.
- » 84% agreed promotional products offer value for money and 81% said the suppliers they had worked with, understood their business needs. Being proactive, creative and innovative was also highly regarded (70%+ agreed).
- » According to the Global Advertising Specialties Impression Study, promotional products are one of the most high-impact, cost effective advertising mediums. Consumers who receive a promotional product will typically give them to someone else when they are finished.
- » Across Australasia, studies show on average that individuals have seven promotional products in their homes and/or offices.

According to research, recipients of promotional products have a significantly positive opinion of a business through:

- » Increase in positive overall image
- » More positive perception of the business
- » Higher likelihood of recommending the business
- » Higher likelihood of patronising the business
- » 58% of respondents keep a promotional product anywhere from one year to more than four years.
- » Endless array of options – with hundreds of suppliers across Australia and New Zealand, there are thousands of promotional products that can fit any budget. Having a variety of options allows for greater flexibility when planning out a marketing campaign of any size.
- » Today's consumers expect brands to reach them on a personal level. What better way to connect with consumers at these events than with promotional products?

**To find out more go to: www.promotionalproductswork.com.au
or www.promotionalproductswork.co.nz**



Platinum Award for Overall Excellence

APPA's Platinum Award for Overall Excellence is awarded by the judging panel to the award entrant considered as the stand out of all the awards, recognised for their excellence.

Campaign: Tui Catch a Million

Company: Boost Promotions

Boost Promotions (Mr Vintage) worked with DB Breweries (Tui) to design and produce the latest Catch a Million T-Shirts for the 2017/2018 T20 and ODI summer cricket games in New Zealand. The campaign gave fans the chance to win a share of \$1 million dollars if they caught the ball with one hand, while wearing the Tui T-Shirt.

The design was visually strong and seamlessly incorporated elements of the Tui, NZ Cricket & Mr Vintage brand. The T-Shirt featured the iconic cable knit vest, sublimated all over in vibrant Tui orange, with a custom Mr Vintage neck tag. The material used was a lightweight, 100% ring spun polyester, quick drying fabric with a UPF 50+ finish - perfect for the summer cricket conditions. The design was on brand, of a high quality and the T-Shirt was available as a gift with purchase in liquor stores or to buy online at Mr Vintage or at the games. Boost handled the end-to-end distribution throughout the entire campaign. Mr Vintage promoted the t-shirts on search engines, email marketing, social media channels and had a dedicated landing page on their website.

As a leading promotional solution agency it is important for Boost to achieve high perceived value of promotional products and apparel, and we are proud to have accomplished this with the Tui Catch a Million T-Shirts.

What the Judges Said:

- “Great development of the original successful campaign, great brand exposure on TV.”*
- “Love the integration of the traditional cricket vest with modern Mr Vintage t-shirt. Good quality tee and looks great on camera.”*
- “Great sales of the t-shirts through the three distribution outlets and great reach through social media channels.”*
- “The sales stats and digital reach demonstrate a clear link between the client outcomes and the t-shirt.”*
- “Great design, print quality and perfect selection of print method and T shirt style for the summer weather.”*
- “Great fit with the overall promotional campaign. Catch a Million is already a well known campaign, these new shirts complement this and are highly eye catching.”*
- “Great job. Design is on brand with Tui, yet is stylish enough for the customer to want to wear at all cricket games to further promote the brand long after the campaign has ended.”*
- “Great awareness stats, and integration between the t-shirt, POS and overall brand.”*
- “Great concepts that stood out and suited the purpose of the project.”*
- “Strong supporting evidence of results.”*





Not for Profit Promo

Campaign: Wild About Reading

Company: Pinpoint Promotional Products

Pinpoint Promotional Products was commissioned again by the libraries of the Eastern and Central Region of the North Island of New Zealand. Their mission is to produce library reading programmes that appeal to children in New Zealand irrespective of their ethnicity, with a focus on family involvement and encouraging literacy. The aim of the programmes is to be fun for all involved, suitable for all libraries.

To encourage involvement in the programme incentives are awarded to children who take part.

The librarians feed back about the incentives Pinpoint supplied this year:

"The incentives this year were fantastic! I had such good feedback both from kids and parents."

"Great as usual, my favourite was the cool cup!"

"Great the children loved the cups!"

"Incentives were well received by participants and fitted the theme."

"Incentives help us create excitement for the programme for reluctant readers especially, they are a great aid for parents desperately trying to get their kids into reading."

"The ECReadn programme is not for profit, voluntary organisation with limited time and resources to devote to the organisation of these programmes. For these reasons a reliable, prompt and flexible supplier is essential. We have found Barbara at Pinpoint to be very receptive, prompt and reliable. We have continued to work with her because of her passion for our programme and her commitment to delivering quality products within Budget." stated the libraries representative.

What the Judges Said:

"Clear mission as to what client wanted to achieve."

"Great use of colour and imagery. Products reflected what children would find interesting and would use on a daily basis."

"Great feedback from clients and within budget."

"A clear mission with the associated challenge of a limited budget and to use something original. With three items being delivered within the brief it shows clear consideration and planning."

"Clever consideration of products that kids could use in a variety of ways. The cups are a particular stand out."

"Excellent negotiating and logistical management to deliver to budget and brief."

"Nice fit of products to Target audience and good use of limited budget."

"Clear understanding of clients needs in a well detailed brief."

"Simple yet excellent execution of the concept that is age appropriate."





Sustainable/Eco Friendly/Recycling Programs and Initiative

Campaign: DHL

Company: All About Promo

For DHL - the future of logistics is green. And they are paving the way with an ambitious vision: they want to reduce their logistics-related emissions to zero by 2050. It's their way of contributing to the two-degree goal established by the UN and protecting our planet. A target this ambitious cannot be achieved overnight. With four interim goals and numerous innovative measures in place across the divisions, they've laid the groundwork for attaining their target of zero-emissions logistics by 2050.

The Christmas Gifts for DHL's key clients were chosen to reflect their vision of a green future. Incorporating green solutions into all aspects of their business is a key part of their Corporate Responsibility Charter.

A clear connection has been made between the priorities of DHL and the branded gifts that they are using to thank their clients.



What the Judges Said:

"Gifts align with greater goals of zero-emissions logistics by 2050 and vision for a green future."

"Bamboo is a sustainable product that aligns with their brand values. Cheeseboard itself has a unique design and would be something clients would keep. Ehlo pots and tree tins also products that will be used without creating waste."

"With a sustainability-themed brand mission, the brief to deliver sustainable products is clear. A plant is a symbol of clean and green while the cheese board and the Christmas tree seeds were a lovely touch to fit the season."

"A clear connection between DHL's green future and the gifts can be seen. The Christmas tree is a clever tie-in with the holiday and Cheeseboard a useable gift that also ties in with the holiday period in which there is entertaining involved. It's a well-executed gift that looks good."

"Good use of the DHL branding on a product that will sit on desks and keep the brand front of mind."

"Good to see a campaign where the aim is to inform clients that the company has an ambitious new goal, rather than purely self promotion."

"Clear brief to reflect their vision of a green future, but wide scope to come up with creative solutions."

"Superb high quality and creative concepts that fit the vision and would have cut through with the target market."



Made In New Zealand

Campaign: Otago Polytechnic

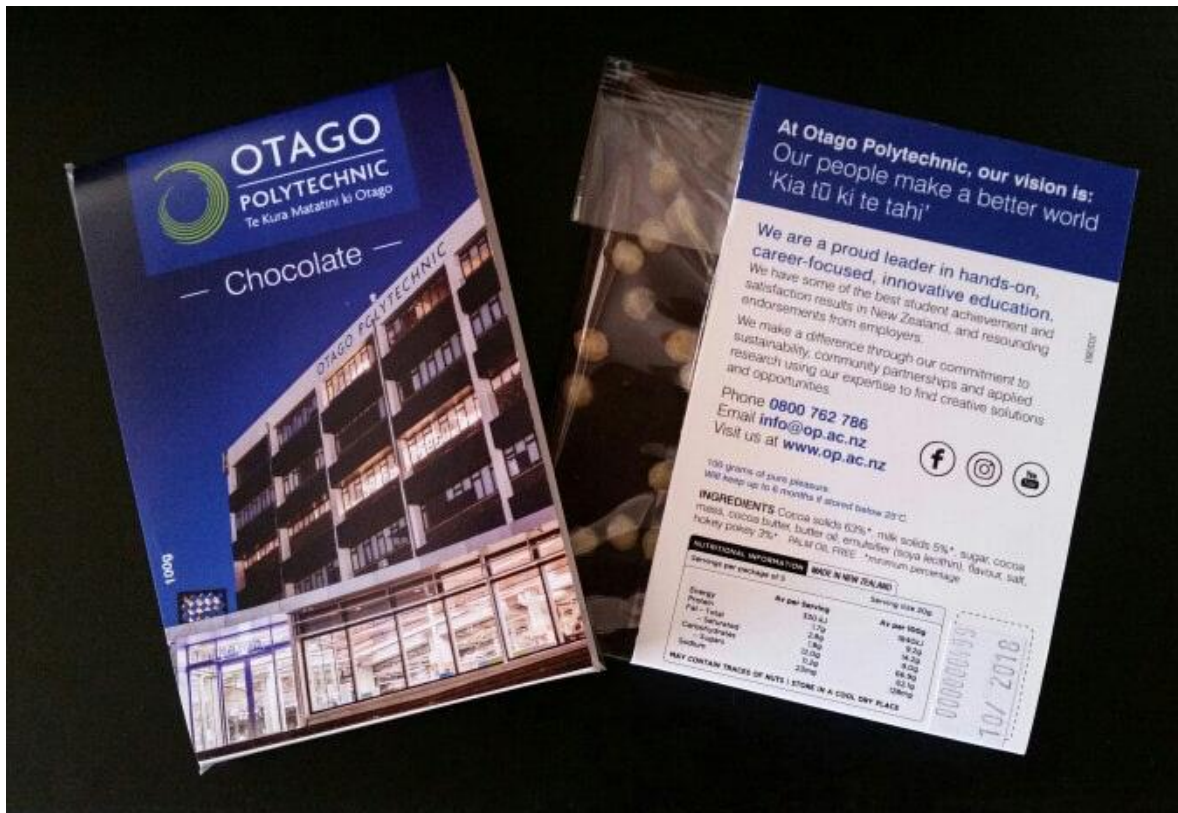
Company: Challenge Marketing (Dual Winner)

Key goal was to provide information about Otago Polytechnic to a world wide audience, whilst leaving an emotional connection for long term business relationships. By using Chocolate - Hokey pokey in particular it showcased Dunedin with imagery and content.

It bought a unique flavour of new Zealand to the world through taste, smell, touch and of course one course and bite at a time.

What the Judges Said:

- “Great way to give people a unique, taste of New Zealand.”
- “Fantastic story and synergy between the manufacturer and Otago Polytechnic. The product is a reflection of both organisations’ values.”
- “It’s a creative way to show something distinctly New Zealand while also providing information.”
- “Clear thought has gone into connecting all aspects of the product with New Zealand as well as the client’s brand.”
- “Excellent. Both novel and fitting for the brand of the client.”
- “Nice description of the creative process, leading to a great eureka moment.”
- “Significant thought put into the concept and delivering against the brief. Details matter!”





Made In New Zealand

Campaign: Tourism NZ Apparel Range

Company: Boost Promotions

Boost Promotions are delighted to work with Tourism New Zealand, to create, stock and distribute their 100% NZ Made apparel around the country. These items are worn by staff, given as gifts to visitors and can be purchased by tourists to take home as their little slice of New Zealand.

From merino long sleeve tops, t-shirts, merino beanies, scarves and softshell jackets the fine fabrics and high quality fabric ensured these products looked and felt great! They are practical, lightweight, beautifully branded and with our personalised 24/7 online ordering website the items can be purchased at any time by the team to be delivered when and where they are needed around the world.

Boost Promotions are proud to support and work with kiwi businesses like Tourism NZ.

What the Judges Said:

“Quality, New Zealand Made apparel reflective of Tourism New Zealand brand. Clear goal of welcoming people to New Zealand through the clothing.”

“Quality apparel items and they are also made with raw materials from New Zealand, suitable for New Zealand conditions.”

“Success is seen in the need to create online e-commerce website for Tourism NZ.”

“Given the brand is “Tourism New Zealand” there’s great relevance to having New Zealand-made products.”

“Consideration has been given to the practicality of the products and relevance to New Zealand—not just New Zealand-made but designed to be used in New Zealand conditions.”

“Exceptional result with ongoing benefits.”

“Apparel looks high quality and nice fit to use merino.”

“The concepts created were spectacular and fit for such a promotion.”

“Astoundingly high open and Click Through Rate from emails.”





Event Merchandise

Campaign: Eden Park Event Merchandise

Company: Boost Promotions

Mr Vintage (Boost Promotions) is thrilled to work in partnership with Eden Park to create a locally designed stadium range of promotional t-shirts and branded accessories.

Eden Park has a rich sporting history and its global profile is unmatched by any other stadium in the country. Mr Vintage is renowned for creatively capturing iconic New Zealand moments, brands and personalities. From Eden Park t-shirts, tea towels, commemorative limited edition pink cricket balls, hoodies, cricket sets and more the ongoing campaigns and ranges have been a success.

“Eden Park Merchandise, thanks to Mr Vintage, has delivered a number of outcomes to the Eden Park Trust. One of these outcomes is the increased yield received from the Eden Park Tour’s Programme through the inclusion of Eden Park Merchandise. The addition of Eden Park Merchandise allows us to deliver an integrated tour experience, where visitors can tour one of the most iconic sporting venues in the world and enhance the memorable experience by purchasing Eden Park Merchandise in the gift shop. Mr Vintage continues to be a key partner of Eden Park, delivering a tailored merchandise solution for New Zealand’s National Stadium. Mr Vintage forms an integral part of our brand growth strategy and we look forward to working with them for many years to come.”

As a leading promotional agency, we are proud to work with New Zealand’s national stadium bringing to life memories and moments from over 100 years of history. We look forward to collaborating with Eden Park in the next range of exciting promotional products and apparel.



What the Judges Said:

“High-quality products that reflect Eden Park and its values. Clear effort of building local relationships.”

“With a number of challenges, the resulting products have each had consideration given to who the audience is and what is trying to be achieved. The cricket set is a particularly good fit given Eden Park is a home for sport for New Zealand.”

“Three different challenges and the ongoing relationship as well as increase yield received from the Eden Park Tour’s Programme suggest the products were successful.”

“Good gesture and brilliant idea that could be leveraged across all local boards.”

“Nicely designed, merchandise that fits with the intent of the campaign.”

“Including ‘personality’ into the brief requirements added an extra element to support creativity for the concept.”

“Leverages design with key organisation themes. Also enables an element of play with the cricket set. A well thought out product offering.”





Distributor Self Promotion

Campaign: Boost Client Christmas Gifts

Company: Boost Promotions

Every year at Christmas, Boost Promotions thank a selection of their clients with gifts. With the incorporation of Mr Vintage they took this opportunity to create creative and Kiwiana inspired client Christmas gifts. As a leading promotional agency in New Zealand it was a requirement these gifts were branded, useful and summer related.

Everything we created was designed in-house. The gift was delivered in a Boost branded bag with a matte black box inside. The box had subtle gloss black Boost branding and was hand-wrapped with boost branded ribbon. This was accompanied by a hand-written Christmas card designed in the same Boost brand colours, using rockets and Christmas icons to make the shape of a Christmas tree.

Once the box was opened two items were inside. A stunning black matte, double walled, vacuum flask drink bottle (with subtle over gloss black Boost branding). The second item was a one of a kind Mr Vintage kiwiana beach towel. We wrapped this in a black gloss information card to let clients know the unique details of our "Pohu-tui-kawa" Beach Towel made from a microfibre waffle fabric that sand didn't stick to, even when wet! The design was of the New Zealand Pohutakawa branch and Tui bird repeating, and then on reverse colours on the other side.

The team enjoyed creating these, and our clients loved them. They got a lot of use out of them over the summer holidays and got people thinking about what ideas their business could achieve with branded promotional products.

What the Judges Said:

- "Clear and simple brief, wishing to increase brand awareness and with tasteful products at Christmas time."*
- "Stunning products that reflected the brand really well. Quality products that will be kept by clients."*
- "With the brief asking for creativity, kiwiana and use tasteful, subtle branding, the products have delivered with the towel design featuring the brand colours while the name is subtly printed on the bottle. A towel also fits the Kiwi summer of going to the beach. The matte drink bottle and microfibre towel fits the luxury brief."*
- "Good consideration of useful products relevant to the time of year and suitable for all with items for personal use as well as products that can be shared. Given the unique design of the towel featuring Boost's colours, it will be associated with the brand despite not actually being branded."*
- "Right on brand, well thought out product perfect for Christmas/Summertime."*
- "Excellent relevant design, and on target gift, very relevant"*
- "Good achievement in raising brand awareness and standing out in a crowded market place."*
- "Nice relationship building ethos, and good idea to emphasis a 'group gift'."*
- "Very stylish products with subtle branding and huge shelf life. group gift of mini pavlovas also fit well with the summer Christmas beach theme of the gifts."*
- "Considerable effort has gone into the design and experience for these solutions. A standout example in the awards. Designed in-house, packaging was of high quality and added to the product."*





Consumer Programs/GWP

Campaign: Somersby Cider with Pear Tote Bags

Company: BTL

Somersby Cider is the #1 cider brand in New Zealand and is known for its premium European positioning and great flavour profile, appealing to young, social consumers who are studying or just starting out in their first full-time job. They love experiences and the latest trends in fashion, beauty and music and enjoy their cider in relaxed moments with friends.

The brand owners, Independent Liquor, knew the importance of taking a category led growth approach, driving growth with new flavours and reinforcing the brands premium status (and category value) by providing consumers value rather than price discount.

They wanted to launch a new Somersby Cider with Pear flavour to provide some more new news for the brand and to recruit new and lapsed cider drinkers in the peak summer period.

As part of the launch campaign, in mid 2017, they tasked BTL with creating a promotion to help drive Somersby Cider with Pear sales and pull stock through in New World supermarkets nationwide.

In an attempt to drive greater awareness they also wanted BTL to create a mutually beneficial relationship with a brand that resonated with Somersby consumers to help support and promote the brand and campaign outside of retail.

BTL started by gathering a strong understanding of who the target market were and how they liked to spend their spare time. Early on it was identified that outside of entertainment & socialising Somersby Cider consumers main interest was fashion and this would be the strongest foundation for the campaign idea.

Ensuring they were appealing to the target consumer and what was important to them, BTL identified the latest fashion trend of limited edition accessories and partnered with well-known and loved artist FLOX (a New Zealand aerosol and stencil artist) to create a bespoke print that brought the essence of the new pear flavour to life. This design was then printed onto custom-made canvas tote bags that are very on trend with the target market.

The printed bags were completely original to the New Zealand market, offering a money-can't-buy appeal as consumers could not purchase them anywhere else.

BTL managed all elements of the promotional product from the concept of the bag, organising the artist and their brief, production of the item and printing.

BTL created 10,000 bags to cover the promotional period. The tote bags were available as a gift with purchase with every 12-pack of Somersby Pear cider sold at New World stores nationwide and could be redeemed at the point of purchase. A new suite of point of sale created by BTL along

with PR and Facebook (giving away both tote bags and limited edition prints) supported the campaign

The campaign was further enhanced via additional partnership support, with FLOX recreating the design as a live installation at the Laneway Festival in Auckland as well as posting the design on the FLOX Instagram and Facebook accounts to leverage further engagement.

Independent Liquor were delighted with the idea, the Flox partnership (and design) and the manufacture and delivery of the bags. Anecdotal feedback was that the promotion was very successful in New World supermarkets nationwide and the sales results no doubt reflected this.

What worked so well with this campaign (with the promotional product at its heart) was the additional engagement generated by partnering with a designer and having this design become a brand asset that was seen outside of the retail environment, connecting the consumers at the event, in-store and online.

As the bags were coveted money-can't-buy items that the target market would love to own it is more than likely they will be slung over their shoulders on the streets and beaches of New Zealand for many years to come, continuing to drive awareness of the Somersby brand.

What the Judges Said:

"Beautiful products that reflect the brand well."

"A straight-forward brief to provide a gift with purchase. A well-designed bag by an on-trend designer would resonate with the young, social consumers."

"FLOX is a well-known artist and the final design ties into the Somersby brand with the use of green and yellow colouring."

"Well written and executed brief creative and on point design and concept, beautifully deigned image."

"Great fit with POS branding. Impactful and high quality. Great fit with the product."





Business to Business (B2B)

Campaign: Camelspace campaign

Company: All About Promo

Camelspace - 100% New Zealand owned with 120 of the industry's top staff, the best safety record, 10 years unparalleled experience and industry leading innovation is the country's leading and most awarded scaffold, structures and height safety company.

The business goal for the branded gifts was to thank both clients and suppliers for their contribution to the business's success in a way that reflected the company ethos and matched other marketing activities.

These guys are 'work hard, play hard' types who thrive on exceptional working relationships. They wanted a gift that reflected the character of the business and was memorable, fun and useful.

The gifts designed to suit the brief and thrill the clients were:

- » Beach Bag
- » Budgie Smugglers (Swimming Briefs smuggled in from the UK)
- » Sublimated Beach Towel
- » Lip Balm
- » Sunscreen.

This award - winning business with a fun sense of humour stayed true to their company culture with a memorable gift that helped cement client/supplier relationships - and continues to be a great conversation starter.

What the Judges Said:

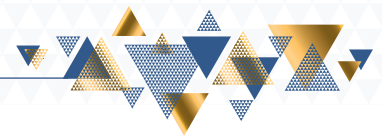
"Fun products that reflect the brand. Would get great use over the summer."

"Given the 'work hard, play hard' ethos, the beach-themed items are a good fit. The point of difference with the sublimated beach towel and budgie smugglers fit the memorable, fun and useful brief."

"Humorous concept, that is well branded."

"Good idea to reward clients to maintain a good relationship."





Merchandise/Catalogue Programs

Campaign: ANZ Programme

Company: ZINC

ANZ run a merchandise programme with Zinc in New Zealand and Australia with Zinc providing a trans-Tasman solution for a trans-Tasman bank.

ANZ wanted to work with a merchandise partner who had a trans-Tasman presence to ensure brand consistency and had the capacity to produce and finance large quantities of stock. Part of the programme was also that they required a merchandise partner to have the capacity to build and maintain a webstore through which their staff could purchase merchandise, and which was integrated into a monitored stock management system with processes and procedures in place to maintain minimum stock levels.

A final requirement from ANZ was a merchandise partner who had the necessary warehousing, distribution facilities and capabilities to manage the orders from staff across Australasia and finally a detailed monthly analysis and reporting on the merchandise range

What the Judges Said:

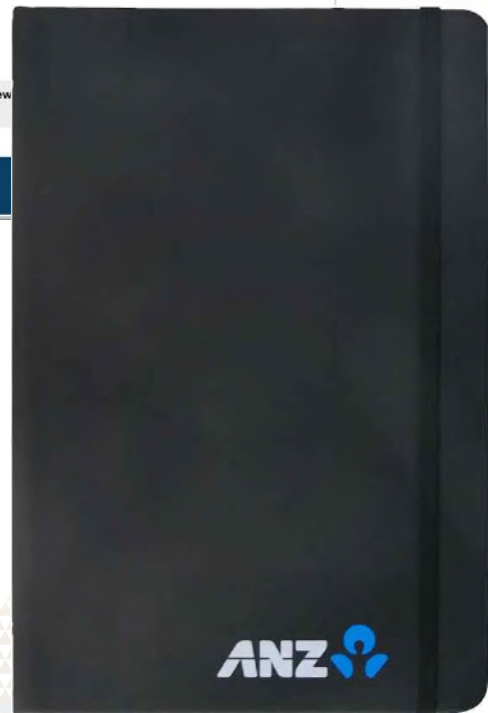
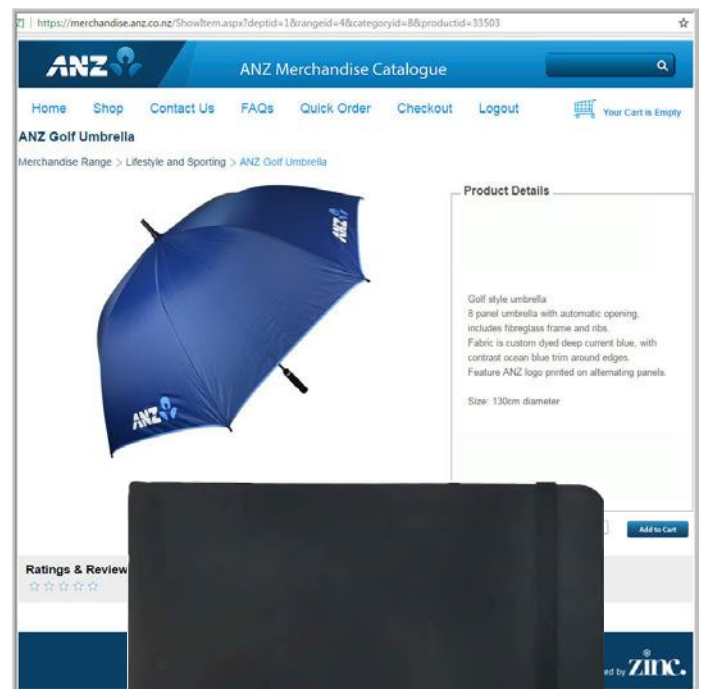
“Good ordering systems in place.”

“Nice ability to vary products.”

“Clear requirements from a merchandise partner from a functional perspective.”

“Consideration of the needs of the two different countries can be seen.”

“Clear portrayal of pro-active stock management.”





Best Integration to a Campaign/ New Media Category

Campaign: Steady The Ship Captains Hat

Company: Boost Promotions

Mr Vintage were delighted to work with The Alternative Cricket Commentary (ACC) and Mammoth to produce the 2017/2018 Steady the ship captains hat. The audience was encouraged to get involved in the campaign by purchasing Mammoth milk to receive their hat or alternatively purchasing the hat at Mr Vintage online. They were also encouraged to take pictures of themselves and post onto social media.

The campaign was a huge success and all the hats were sold out in 2 weeks, becoming the unofficial cricket merchandise must-have. The branding on the back of the hat allowed Mammoth to become one of the most recognised and talked about brands in cricket in New Zealand.



What the Judges Said:

“Fantastic concept. Hats are worn regardless for outdoor cricket in summer so perfect opportunity to build on the success of Tui’s Catch a Million.”

“Fantastic reach on social media and great that it sold out.”

“Tui’s ‘Catch a Million’ is a well-known campaign so clever idea to tie in another product. The design is a point of difference from typical hats to create camaraderie among the wearers.”

“This is brilliant, what a way to create brand awareness and a new following. Very well thought out, and has ongoing potential.”

“This ticks all the boxes of smart thinking and execution.”

“Really nicely designed cap. Good integration of the mammoth brand in terms of a subtle physical presence at the back of the cap. This makes the product more usable, as heavily branded products may be off putting.”

“Brief was clear and factual, which provided an excellent platform to generate a creative solution. One of the clearest briefs seen in the whole awards process.”





Apparel/Wearable Products

Campaign: Tui Catch a Million

Company: Boost Promotions

Boost Promotions (Mr Vintage) worked with DB Breweries (Tui) to design and produce the latest Catch a Million T-Shirts for the 2017/2018 T20 and ODI summer cricket games in New Zealand. The campaign gave fans the chance to win a share of \$1 million dollars if they caught the ball with one hand, while wearing the Tui T-Shirt.

The design was visually strong and seamlessly incorporated elements of the Tui, NZ Cricket & Mr Vintage brand. The T-Shirt featured the iconic cable knit vest, sublimated all over in vibrant Tui orange, with a custom Mr Vintage neck tag. The material used was a lightweight, 100% ring spun polyester, quick drying fabric with a UPF 50+ finish - perfect for the summer cricket conditions. The design was on brand, of a high quality and the T-Shirt was available as a gift with purchase in liquor stores or to buy online at Mr Vintage or at the games. Boost handled the end-to-end distribution throughout the entire campaign. Mr Vintage promoted the t-shirts on search engines, email marketing, social media channels and had a dedicated landing page on their website.

As a leading promotional solution agency it is important for Boost to achieve high perceived value of promotional products and apparel, and we are proud to have accomplished this with the Tui Catch a Million T-Shirts.

What the Judges Said:

- "Great development of the original successful campaign, great brand exposure on TV."*
- "Love the integration of the traditional cricket vest with modern Mr Vintage t-shirt. Good quality tee and looks great on camera."*
- "Great sales of the t-shirts through the three distribution outlets and great reach through social media channels."*
- "The sales stats and digital reach demonstrate a clear link between the client outcomes and the t-shirt."*
- "Great design, print quality and perfect selection of print method and T shirt style for the summer weather."*
- "Great fit with the overall promotional campaign. Catch a Million is already a well known campaign, these new shirts complement this and are highly eye catching."*
- "Great job. Design is on brand with Tui, yet is stylish enough for the customer to want to wear at all cricket games to further promote the brand long after the campaign has ended."*
- "Great awareness stats, and integration between the t-shirt, POS and overall brand."*
- "Great concepts that stood out and suited the purpose of the project."*
- "Strong supporting evidence of results."*



ARE YOU READY?
WIN YOUR SHARE OF \$1,000,000

CATCH A MILLION

ODI SERIES

- Wed 20th December
Cobham Oval, Whangarei
- Sat 23rd December
Hagley Oval, Christchurch
- Tues 26th December
Hagley Oval, Christchurch

BLACKCAPS
v West Indies

WEST INDIES
ODI AND T20 SERIES
STARTS THIS COMING WEDNESDAY

MAKE SURE YOU'VE GOT YOUR
OFFICIAL TUI CATCH A MILLION TEE

In Hard Economic Times Promotional Products Provide Affordable, Accountable, Measurable Advertising

Now more than ever, marketers need to reward and build brand loyalty. It is important to continue to acknowledge and thank clients, employees and suppliers.

Marketers spend \$1.5 – \$2 billion dollars (AUS) a year on promotional products for one reason, they work.

- » 52% say their impression of a company is more positive after receiving a promotional product.
- » 76% recall the name advertised on the product.
- » 55% keep the item for more than one year.
- » Nearly 50% of recipients use them daily.
- » 52% of people do business with a company after receiving a promotional product
- » Spend less, achieve more and remind people about the benefit of doing business with you.

Promotional Products in the Home:

How many people have at least one promotional product in their kitchens? 91%

How many have 2 or more in their kitchens? 81%

In fact, the kitchen is the #1 place people use and keep their promotional products. (People spend on average 3-5 hours a day in their kitchens)

Promotional Products in the Office:

How many people have at least one promotional product in their offices? 74%

How many have 2 or more in their offices? 59%

In the work place, more than half of people hold onto their promotional product from 1 to more than 4 years.

Reach & Recall:

- » 71% of business travellers surveyed reported receiving a promotional product in a 12 month period.
 - » 7% of this group had the item on their person.
 - » 56% of people kept their promotional product for more than one year.
- How effective are Promotional Products in staff retention, motivation and brand interest?
- » 75% of Human Resource managers surveyed are using promotional products in recognition programs.
 - » 72% of marketing and HR managers said that promotional products are very effective in motivation and retention of staff.

- » 100% of advertisers said that adding a promotional product returned a favourable response to their campaign.
- » 69% of advertisers said promotional products increased brand interest and 84% said it created more favourable impressions of the brand itself.

Understanding the medium:

- » A product is just a product, until it is linked with a promotion, it then becomes an advertisement.
- » The most successful advertising campaigns are the result of a planned strategy.
- » Throwing products at your target market without that planning is a waste of your marketing dollars.
- » The product is only one component in the whole campaign.
- » The creativity used to get a response is the key to increasing profits and promoting brands.

Successful campaigns require:

- » Strategic 'logistical' and 'emotional' roll out.
- » Action engagement triggers.
- » Data collection analysis.
- » Technical logo application knowledge.
- » Creating the difference between a 'passive' and 'active' promotion.

For over 30 years APPA has represented the regions of Australia, New Zealand, and the Pacific Islands.

APPA members now include over 800 of the top promotional product professionals in the region.

APPA promotes the development and good standing of that segment of the advertising industry which is concerned with the manufacture, distribution and application of promotional products in accordance with business practices and ethics which meet the highest industry and community standards.

APPA provides their members with a Code of Conduct, training and education, purchasing pricing advantages and yearly acknowledgement of promotional excellence through their annual awards.

APPA is a proud, founding member of the International Federation of Promotional Product Associations (IFPPA) and they promote professionalism, ethics and communication throughout the worldwide multi-billion dollar promotional industry.

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