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## Promotional Products

Time and again, promotional products have proven themselves to be the most **cost-effective** way to reach a very **targeted** audience in a **tangible, long-lasting and memorable** manner. Studies show that a company using a promotional product as its primary marketing piece gains an **85-percent increase in positive brand image** by consumers.

But promotional products can do more than just promote a brand. Our industry is filled with professionals who passionately pursue and fulfill programs that bring a **return on investment to charities and hospitals, to families and children in need** and to their **communities** across the country.

Companies and nonprofit organizations big and small utilize the power of promotional products. Below is a quick snapshot of some effective promotional campaigns.

**A safe sleep jumper, imprinted bags, emergency preparedness products—  
they're community. They're life-saving. They're undeniably effective.**

## Infant-care Education

The Infant Sleep Box is based on a Finnish campaign by hospitals for new mothers. In the 1930s, Finland's infant mortality rate for babies under one year old was 10 percent—the majority attributed to Sudden Infant Death Syndrome (SIDS). Recognizing a crisis was on their hands, Finnish public health experts introduced a new way to combat SIDS—the Infant Sleep Box. Today, the number of SIDS related deaths is less than two out of a thousand in the first year. The Infant Sleep Box allows for a safe and secure place for the baby to sleep during the first few months.

Today Finland enjoys the lowest infant mortality rate in the world, a phenomenon attributed to the Infant Sleep Box.

Building off “back to sleep” infant care programs, the state of Ohio, Columbus Public Health, in cooperation with the Ohio Department of Health, developed a “Safe Sleep” campaign to educate new parents about the dangers of unsafe sleeping environments. Through the campaign they developed the ABCs of safe sleep—Alone, Back, Crib. The program provides educational materials to parents and with clever promotions helps parents understand the importance of maintaining safe sleeping conditions for their children.



## Outreach And Education

The Nutrition Outreach and Education Program (NOEP) of New York strives to increase participation in the Food Stamp Program, School Breakfast Program and Summer Food Service Program by “food insecure” households in New York State. For the first campaign to raise this awareness, NOEP developed promotional tote bags to give out for use at local food pantries.

The message, “**Heat or Eat—You Don’t Have to Choose**” was imprinted on these reusable tote bags with contact information for the local food stamp information office. This gave the recipient a useful product, important information and promoted this information in the community.

**According to an NOEP administrator, “Hunger does have a cure and without promotional materials, agencies like NOEP would not have a large enough voice to reach those that truly need their services. As our economy changes, so will the need for food stamps. It’s with promotional items and collateral materials that we can work together to create a difference.”**



## Simple Recycling

The City of Plano, Texas recognized a growing problem regarding landfills. In the U.S., 14.3 million tons of clothing enter landfills each year. Clothing, appliances, durable goods and furniture account for approximately 15 percent of the residential waste stream, and the EPA estimates that 70 pounds of clothing per person are thrown away each year.

In an effort to combat some of this waste in its own landfills, the City of Plano, Texas, instituted a “Simple Recycling” program, giving residents disposable plastic bags to fill with unwanted household items and clothing for curbside collection at zero cost to the city or its residents.



## Helping Homeless Veterans

A promotional products company, with the help of an underwriter, provides “Home of the Brave” kits with needed items to provide homeless veterans with daily essentials. The kits include a drawstring bag, a notebook, fleece hat and gloves, hygiene products, and a collapsible water bottle. With thousands of kits distributed to over 100 VA facilities around Veteran’s Day, these kits offer an easy and effective way to positively impact the lives of homeless veterans.



## Encouraging Organ Donation

One of the easiest ways to become an organ donor is to register at your local DMV. Donate Life-South Carolina was looking for a way to ensure people waiting in line at the DMV knew how easy it was to register to become an organ donor. HALO developed a custom desktop bell, that when rung would recognize the person for saying YES to becoming a donor. Now when a South Carolina customer says "YES" to Donate Life or contributes money to Donate Life-South Carolina they can ring the bell. The SCDMV staff applauds each "bell ringer" showing appreciation for their customer's decision. The hope is that others waiting in the office will hear the bell and inquire how they can become a donor as well.



## Mothers Care For Tomorrow's Children

To lower premature births and complications and to inspire pregnant women to **take care** of themselves during pregnancy, a prenatal provider encouraged visits to the clinic and classes about the birth process. Women who attended classes or doctor's visits at the prenatal provider sites in Hawaii received a gift imprinted with the company name and toll-free number and an illustration of a pregnant woman. These women were told on a flyer exactly what gifts they would receive for going to their appointments: a calendar-note board, a fanny pack, and a maternity T-shirt to promote loose-fitting clothing. A tote bag for carrying needed items to appointments was the fourth gift, followed by an insulated lunch bag and a water bottle to encourage healthful eating. Radio, TV, ethnic publications and high school newsletters also promoted this program.

The program's success promoted an expansion from seven statewide incentive sites to 12 sites.



## Every Day, In Every Way - Promotional Products Work

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