



British Promotional  
Merchandise Association Ltd

## ADRENALIN PROMOTIONS

### **Know your target market**

Don't just look at the demographics of the people who buy your product/ service etc, think about the type of people you want to attract as well. You may like to think they're all bungee jumping, adrenalin junkies but how extreme should you go?

### **Be as informative as possible**

As with any promotion, really make sure the customer has easy access to such vital information as physical restrictions, promotional and publicity policies, any insurance that may be included etc.

### **Keep it simple**

It's very easy to be trapped into thinking that you have to please all of the people all of the time. As much as we would all like to do this, the end result might just be too hard to administer.

### **Think of the image your brand is portraying**

Your brand says many things about you and no doubt you've worked hard to build a reputation for quality or excitement or innovative ideas or understated elegance etc. Keep the promotion in line with this image as much as you can, don't tarnish a great name with a poor promotion. Make sure the agency you use takes the time to really find out what your company & product is really about and what's important to you and your customers.

### **Go for something with a "Wow" Factor**

There's no point coming up with a great idea and finding it falls flat because there was a similar promotion running last month with another company. Find a supplier or agency with fresh ideas, one who takes the time to listen carefully to what you want to achieve and who then works their socks off to come up with a selection of options that appeal.

### **Know your budget**

Before you talk to anyone about the promotion, know your budget, even if it's only approximate. This will ensure that time isn't wasted by your supplier going off and sourcing the most amazing promotion only to find that half of the time allocated has been wasted coming up with something unaffordable.

### **Look at what's "hot"!**

Keep an eye on the TV and on what's popular in the press and advertisements. Last year's trend is old news, even if it's cheap!

### **Choose your supplier with care**

The promotion you choose will depend on many things that are important to you such as image, budget and consumer appeal. But think carefully about the company supplying you with that product/promotion, especially if they come into contact with your customers at any point. Do they have a good reputation in the market place, are other companies happy with the service from that supplier, are they easy to get hold of if there's a problem, is their customer service good?



British Promotional  
Merchandise Association Ltd

### **Be Thorough**

There are never enough hours in the day but don't sacrifice your promotion for the sake of spending a few hours talking to experts. Speak to a few promotion companies and explain what it is you are trying to achieve, how much you are looking to spend, how much you want (or don't want) to be involved in the day to day running of the promotion, what feedback you would like on a weekly or monthly basis. Do they offer a dedicated phone hotline, can they customise the promotion in any way and at what cost. Ask for case studies where they have run similar schemes to the ones they feel may be appropriate to you. What level of interest did those schemes generate & did the customer feel it was a successful scheme?

### **Do's & Don'ts:**

1. Do look for a company who can offer you a range of ideas and mechanics.
2. Do get regular feedback from the company you use as to the level of interest, if nobody's taking up the offer then the promotion is probably not hitting the mark.
3. Do be honest with the company you work with, nobody wants this to be anything less than a total success.
4. Do make sure you know your audience.
5. Do communicate the promotion thoroughly to those who will be involved in it, tell them when it starts, when it finishes, the rules and regulations, the person to speak to with any questions etc.
6. Don't be afraid to ask the supplier for references from satisfied customers. If they don't have any then an alarm bell will be heard loudly in your ear!
7. Don't overlook the smaller details such as Personal Accident Insurance. If the company you are using does not include it then how much extra does it cost, and should you pay for that or should you expect the winner to pay for that?

### **Tim Homer, Exhilaration,**