



bpma

british promotional
merchandise association

REASONS TO USE

PROMOTIONAL MERCHANDISE

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WHY MERCHANDISE?

Promotional merchandise is the perfect way to convey your brand or message in a long-lasting, memorable way.

As one of the oldest forms of advertising, promotional merchandise plays an integral part in marketing communications - helping put your brand front and centre in your customer's minds. From the latest eco bottle to a hand-finished notebook for a meet and greet to remember, promotional merchandise conveys your brand straight into their hands.

If you're looking for ways to incorporate merchandise into your plans, here we provide some reasons why merchandise appeals and where to use it.

BUY FROM A BPMA MEMBER

Every BPMA member is accredited and verified by the British Promotional Merchandise Association. If you would like more advice on effective buying, please contact us on +44 (0) 1372 371184 or email enquiries@bpma.co.uk



REASONS TO USE

PROMOTIONAL MERCHANDISE

Fun



44%

Useful

85%

Desirable

19%

Attractive

43%

Informative

24%

REASONS TO USE PROMOTIONAL MERCHANDISE

PROMOTIONAL MARKETING



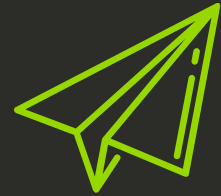
Promote your offers
with incentives

REFERRAL & THANK YOU



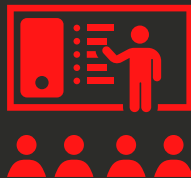
Show your
appreciation with a gift

DIRECT MAIL



Create unique, memorable
marketing campaigns

SEMINARS & CONFERENCES



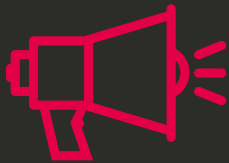
Give useful items for
attendees

RETAIL & SOUVENIRS



Generate extra revenue with
gifts and merchandise

ADVERTISING & MARKETING



Use promotional products to
reinforce a marketing message

WORKWEAR & UNIFORMS



Create a consistent look
across your teams

BRAND AWARENESS



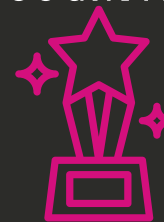
Deliver instant brand
recall

EXPERIENTIAL & EVENTS



Generate interest with
desirable giveaways

REWARD & RECOGNITION



Acknowledge achievements
with high end items

REASONS TO USE

PROMOTIONAL MERCHANDISE

Promotional products are tangible and create emotional reactions when we receive them. In advertising terms, it's the difference in left and right brain thinking where the impact of an emotional message with a brand message builds potential for more effective, successful activation. This means your branded message will be seen more often, creating long term brand building.

In the balance between brand building and sales, our 2020 research shows the items we love to receive are useful, relevant to both the recipient and the campaign, are fun, desirable and innovative.



Brand Awareness

Staff uniforms offer a prime opportunity to get your brand seen regularly. Professional branded clothing promotes a consistent image for your company. Perfect for trade shows, retail sector, hospitality and events plus corporate workwear.



Longevity

Promotional products which are useful and desirable are reused and often retained for years. Your branding will remain fresh and relevant for your customers, with on going positive reminders to use your products or services again.



Cost Effective

When it comes to budget, promotional merchandise is one of the most cost-effective uses of your budget. Digital printing offers the opportunity to brand hundreds of different items for a relatively small outlay. With options for small orders, the options are endless.



Conversation Starters

A delicious way to surprise and delight customers with their latest order or engage visitors when they visit your stand at an event, branded confectionery, food and drinks are a very popular promotional item. With options to brand sweet tins to brownies, there is something for everyone!



Multiple Impressions

Promotional products can be seen by hundreds of people everyday. Bags, umbrellas, clothing, reusable drinkware and stationery are superb choices for putting your brand front and centre. Bespoke, unique items can also generate wow factor.

BUILDING BRANDS

Our members have been helping thousands of brands and services through branded merchandise which works.

Are you ready to bring new effectiveness into your marketing campaigns?

BPMA CHARTER MEMBERS

Our Charter members represent those companies who have attained and qualified for the highest industry standards, customer service and professionalism.

Find out more about our Charter members via bpma.co.uk

BUY FROM A BPMA MEMBER

With experts on hand to help you with your next campaign, find your promotional merchandise partner through the BPMA's Accredited member programme at bpma.co.uk

Every BPMA member is accredited and verified by the British Promotional Merchandise Association - just look for the BPMA logo.

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