



## Promotional Items and Brand Solutions



How are you using **promotional items** to  
increase your **brand awareness**?



# Need promotional products to **support your brand?** **Most likely, yes.**

## Promotional Items and Brand Solutions

**Promotional products are proven to be one of the most effective media available to advertisers. They're tangible, useful and precisely targeted to the audience they reach, delivering the highest rate of recall and return on investment.**

An effective brand strategy gives you a major edge in increasingly competitive markets. Your brand is your promise to your customer. It tells them what they can expect from your products and services, and it differentiates your offering from that of your competitors.

Promotional products have a high recall impact and increase brand awareness. A recent survey stated:

- 88% of people recall the company and brand on their promotional products
- 85% of people did business with an advertiser as the result of receiving a promotional product
- 59% have a more favorable impression of the advertiser after receiving a promotional product

## **Promotional Items Complement Marketing Campaigns**

Adding a promotional product to the media mix can generate favorable response to your campaign. Recipients of promotional products have a significantly improved opinion of a business through:

- Increase in positive overall image
- More positive perception of the business
- Higher likelihood of patronizing and recommending the business

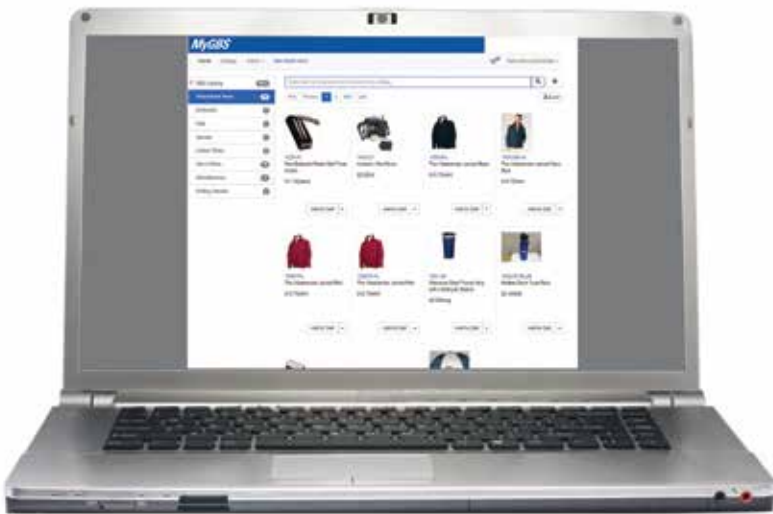


# GBS offers so much more than promotional products

The experts at GBS function as marketing consultants for our clients. We take each client's challenges seriously. We help our clients create a story that differentiates their products and services with their promotional items by conducting a needs analysis. Building connections with clients is critical, and the right promotional product can make that happen. We listen and ask questions such as:

- What are your goals?
- Who is your intended audience?
- What is your desired impact from this initiative?
- How are you going to distribute the promotional product?

Then we determine what products will ensure success.



## MyGBS Portal

Our MyGBS portal provides you with 24/7 access to your marketing campaigns and promotional items.

It allows you to seamlessly create, manage, deploy, and measure your print, marketing, and promotional resources. MyGBS enables you to know who is ordering what, when, and how many items. Our reporting capabilities allow you to manage your inventory easier – you create the reports you want, when you need them.

## Warehousing & Fulfillment

Save time and space by having GBS manage the storage and delivery of your marketing materials and promotional items. Utilizing over 40 years of distribution and inventory management expertise, we ensure on-time delivery to the appropriate end user. You can take advantage of price savings by ordering larger quantities and storing them at our GBS warehouse.

GBS provides:

- Streamlined management of items – from the time they arrive at our warehouse through delivery to their final destination
- Customized kitting and fulfillment services to leave a lasting impression with your customers
- Quality procedures to make sure your marketing and promotional items reach the right hands at the right times



## Effective Ways to Use Promotional items:

- Trade Shows
- Retail Pieces
- Giveaways
- Non-Profit Events
- Sporting Events
- Employee Service Recognition
- Employee Gifts
- Executive Gifts
- Holiday Gifts
- So Many More Ways



## Partner with GBS Today and Begin Strengthening Your Brand!

### Fun Facts about promotional products:

- A single writing instrument is used on average 18.2 times per month, making it the most frequently used promotional product category
- Adding a promotional product to the media mix increases the effectiveness of other media by up to 44%
- 58% of the people who receive a promotional item keep it anywhere from one year to more than five years

Giving out appropriate promotional products offers a simple and inexpensive way to leverage your organization's brand and keep your name and reputation in front of your target markets.



Get your customers' attention easily – **with GBS.**



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