

Promo Trend Watch

March 2011 - SPECIAL EDITION

A confidential summary of key trends impacting the Promotional Products Industry.

This edition of the Newsletter focuses a bit more on local matters more so than global happenings. I decided that, because of the changes and initiatives that I've been engaged in, it simply makes more sense to share this with you.

Tricia Winant:

The most important announcement in this letter is that Tricia will now be supporting me behind-the-scenes at Geiger.



As most of you know, Christina Voss has been with me for several years, and has done a truly outstanding job. However, my increased demand for support has necessitated the change. Tricia has been with Geiger for 9 years, and is quite seasoned....I'm confident that she will provide the high level of service that Christina has done over the years. Speaking of Christina, she is still with Geiger, and will provide back-up service when Tricia is unavailable. I want to thank her for several years of truly solid support!

Upcoming Vacation: I will be visiting my daughter, who is studying abroad in Seville, Spain starting Tuesday, March 22, and returning Monday, April 4. While I'm away, please contact Tricia with your needs at: (540) 668-5117, or twinant@geiger.com. (My assistant Laurie Kelty will also be available in my absence).

Motkcorb.com: I'm in the process of completely revamping my main web site. This updated version will include my Linked

In and Facebook pages along with the archived Promotional Trend Watch editions. I have also added a tab for both the Geigermall (research) site, and a "Preferred Supplier" tab as well. These suppliers or "Production Partners", as Geiger refers to them, are my favorites both because of their exemplary level of service, and most importantly, my personal relationship with individuals at the factories....who will ensure that the job gets done on properly and on time!

QR Codes...in Action:

I have recently ordered some "Tom Brock" notepads which utilize this new technology. When you 'snap' a picture with your smart phone, this will take you to my web site



Check out our QRCode Special on our home page: www.motkcorb.com

(www.motkcorb.com). I've ordered a good supply of these, and plan to bring them with me as I make my rounds starting in April. I'll also be more than happy to mail samples if you'd like to see one before you see me in person.

Recognition: Per the Q4 newsletter, I want to enlighten you in this very important area. If you weren't already aware, there are some very significant potential savings...

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- The average cost to hire & train employees runs anywhere from \$ 5-7.5-K/employee (I'm not talking about upper management here). As such, there's a major trend to commemorate employee's 1 year anniversary as a significant milestone.
- IRS Code Section 274(J) allows an employer to deduct cost of employee achievements by up to \$ 400 annually. Thus, any money spent in this area can be directly deducted off the corporate tax return..
- "Symbolic" Awards is the fastest growing area of Corporate Recognition. Compensation is a right whereas Recognition is a gift. This is why it's so effective.

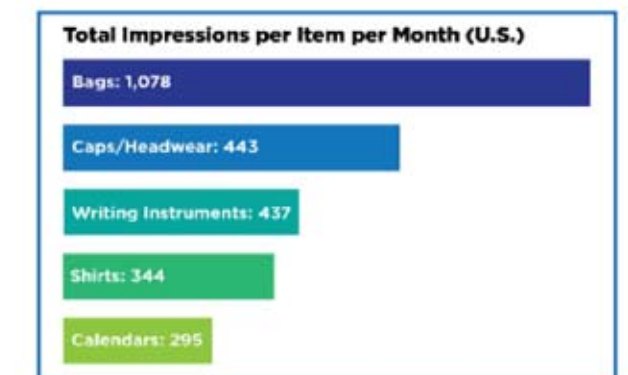
I've decided to send out a flyer on Recognition as a separate piece, after I've returned from vacation. In the meantime, you may want to put some thought into implementing or updating your Recognition Program.

Return on Investment: I recently read a very enlightening article in Advantages Magazine (Feb, 2011 edition) pertaining to this. Here are a few interesting stats which will make you think. (I'll be happy to send you the article or a web link if you want to read the entire article).

- Total Cost per Impression of a promotional product is \$ 0.005. This is less expensive than TV, national magazines, & radio.
- 60% of people who receive a promo product **do business with the advertiser afterward.**

- 41% of US Respondents have a **more favorable opinion** of the advertiser after receiving a promotional product (It's 47% in Canada!)
- When someone receives a product they don't plan to keep: 15% file it away & never notice it again; 22% throw the item away, and 62% give the item to someone else. Thus, the value continues **after** the initial giveaway.
- Total Impressions per Month (by Category): Essentially, where's your biggest bang for the buck?

- Bags: 1,078
- Caps/Headwear: 443
- Writing Instruments
- Shirts: 344
- Calendars: 295



Free Spec Samples: And, finally....Geiger has declared 2011 the "Year of the Spec Sample". In short, this means we're engaged in a major initiative to work with our key Production Partners to create actual samples with your logo on them. Thus, if you see something you like, don't hesitate to inquire to see if we can produce a piece for you.

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