

Put
your
brand
in their
hands





bpma

british promotional
merchandise association

Helping make your
business **famous** is
what merchandise
does best.

Deciding to invest in promotional merchandise,
event swag, premiums, merch or giveaways -
whatever you call your branded goods - purchasing
needs planning.

We've got plenty of fantastic branding experts just
waiting to help you find the best options for your
business at bpma.co.uk

Read on for advice on how to buy brilliantly!

bpma.co.uk/directory

Why does putting your **brand** in their hands make a difference?

The feeling when you receive something thoughtful, clever, useful, great quality, beautifully branded...with a great message that makes you want to talk about the brand. There's nothing like it!

When we place our well crafted messages, logos and brand image onto an item we're happy to use, share or wear, linking seamlessly to your purpose or brand cause, we'll instantly create a talking point and positive association. We're more likely to do business with you again and share with others.

As one of the oldest forms of advertising, branded promotional merchandise is integral to marketing communications - helping put your brand, products or services front and centre in your customer's mind. Whether it's a memorable giveaway or a luxury embossed notebook for a meet and greet to remember, putting your brand into their hands can deliver more, instantly.

Buying branded items for your campaigns is a simple process and in this short guide, we take you some of the steps to follow for brilliant buying which delivers results.



PLANNING AHEAD

Time is often a luxury when we are considering how to execute communications across a range of media and channels.

When factoring promotional merchandise into the mix, it's important to consider the planning, branding and production required to deliver the best items for your campaign.

To achieve your branded presence from the simplest printed items to more complex bespoke orders, planning ahead is essential.

DID YOU KNOW?

Branded premiums and merchandise prompt up to +96% propensity to purchase?



PLANNING AHEAD: BUILDING YOUR TIMELINE

There are several key questions to ask ourselves which will help everyone buy better. Whether you're an experienced buyer or getting ready to place your first order, this will help to get you off to a great start.

1

When do you need your items?

Taking the date you are due to activate your next campaign or marketing communications, work backwards to allow enough time to order goods - you may need to allow weeks or even months.

2

Have you selected an expert promotional merchandise company to work with?

Most businesses will select from 3 companies, asking them to quote or pitch for the business, depending on your buying and procurement procedures. Find a list of accredited companies at bpma.co.uk

3

Are there any critical or special considerations to take into account from the start?

E.g., sustainable materials, short deadlines, activation taking place in a different country, packing requirements

Think of all the areas you may need to factor in first before you brief. The more information you can share will help with preparing ideas and quotes for you, suggesting the 'best fit' options and managing your expectations.



PLANNING AHEAD: BRILLIANT BRIEFING

Providing a detailed brief will not only ensure you get the right products for your campaign or project, you'll also give your merchandise expert more insight into:

- Why you're looking for certain goods or items - what you want to achieve by bringing merchandise into the mix
- How your brand will be presented
- What type of product you are searching for or if you need ideas
- Who is your intended (or aspirational) audience
- What behaviour do you want to drive or change in your target audience or a reaction you'd love to see!

PLANNING AHEAD: BRANDING

A word on branding. Naturally, you'll be branding any merchandise you decide to buy. Often, the brand is the brand and it's applied to merchandise in the same way it is to every printed medium.

When you're considering how you will brand the merchandise you've planned, take a moment to consider how it will be presented and how you want others to react.

If the merch is for your experiential team at an event, your branding is likely to be loud and proud.

If you want your customer to use, wear and share with others the brilliant item you've decided on, think about the way you present your brand and the message that comes with it.

Create those talking points in the right way and make yourselves famous!



PLANNING AHEAD: LEADTIMES

Understanding how much time you need to produce a branded item in line with your needs is essential. If you're planning for a bigger campaign, you'll need know to what, when, where and how.

Depending on the type of goods you are looking for, you'll be advised on leadtimes, especially if your items are being manufactured for you.

Your promotional merchandise professional will always be happy to let you know how long production takes.

TIMING IS EVERYTHING

Most leadtimes will be quoted from the point of approved artwork and proof sign off, not the order date.

PLANNING AHEAD: BUDGETS

Whether you have a fixed budget or need a quote to determine what is possible within your overall spend, indicate where you can the budget you have available to ensure the merchandise estimates you receive meet your expectations.

Most estimates and quotes will be provided to you showing the cost of goods, any artwork or origination charges and deliveries.

GOOD TO KNOW

As the UK is no longer part of the EU, deliveries to and from Europe will attract carrier and customs charges unless otherwise advised.



CONSTRUCTING YOUR BRIEF: THE BIG QUESTIONS

Use these points to help you create the perfect brief



- What is the purpose of the promotional product? What job do you need this item to do? E.g. change behaviour, create awareness, get people talking?



- Who will receive the item you're going to produce? Paint a picture of the ideal target market.



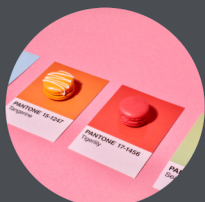
- Is there a strong call to action? What do you want the recipient to do once they receive the promotional item? E.g. visit your website, book an appointment, or just a reminder of your services?



- Do you already know what product(s) you would like? Would you like some advice and ideas?



- Do you have artwork or designs ready? Do you need any help with creating the right type of artwork? Remember your branding might look different on merch and need a different approach.



- Do you have specific Pantone references you need to use on your designs? Do you already know how many colours you need to print?



- Do you know how many items you need or do you need some advice on the final quantities?

CONSTRUCTING YOUR BRIEF: THE NITTY GRITTY

Now let's consider the details to pin down what's possible when you submit your brief.



Do you already have a set budget available for the items you need to order?



How many quotes do you need to secure before you proceed? Do procurement or buying need to be involved?



When do you need the items? Work backwards from the date you need to send or hand out your products to estimate a date for delivery, allowing plenty of time.



Is the idea you have in mind best suited to a bespoke item? Lots of promotional products can be tailored to your needs or unique products created just for you.

CONSTRUCTING YOUR BRIEF: THE NITTY GRITTY

The final stage - finishing touches
down to delivery.

How do you want to present
your items? Do you need
packaging and should this be
branded?



Do you know where the items
need to go? E.g. to one UK
address, multiple addresses or
perhaps multiple deliveries in
different markets?



A valid purchase order with agreed
payment terms will be needed
before you proceed. Discuss with
your merchandise provider what's
needed to press 'go' on your order.



THE ORDER PROCESS

Let's recap! 7 simple steps to achieving the perfect brief for a brilliant order process.

- 1 Find your preferred merchandise provider and prepare your brief
- 2 Choose your product and sign off a sample
- 3 Finalise your order, PO, leadtimes and quantities
- 4 Provide artwork files for production and proofing
- 5 Artwork proof and sales order are sent for review
- 6 Check and sign off proof to confirm your order
- 7 Products are produced and delivered

NEED SOME MORE REASONS?



75% of customers are able to recall a brand up to 12 months later when receiving branded merchandise



Boost your positive brand awareness by up to 95%



80% of customers receiving relevant merchandise are likely to buy again

You'll impress your target audience with great quality, considered items they really want to use and show off, with branding that works.

WE'RE STEPPING UP TO THE CHALLENGE

We're committed to the road to net zero. Our members are signing up for our StepForward Pledge, based on UN Sustainability goals. The supply chain is shaping up to deliver for the planet.

Any member already committed to the Pledge displays their Sustainability Statement on their profile. You can view and download their statement, telling you which goals they have already reached and their plans for future sustainable initiatives.



NET
ZERO



BUILDING BRANDS

Our members have been helping thousands of companies find the right branded products, delivering experience and great results.

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

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 vetted and verified by the British Promotional Merchandise Association - just look for the BPMA logo.

Visit bpma.co.uk for more information

BPMA CHARTER MEMBERS

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

Find out more about our Charter members at bpma.co.uk/charter





FANCY A CHAT?

We're here to help with any advice or help you need. Give us a call on 0330 043 3073 or email us at sales@happysmile.co.uk with your question.

Relax.
It's in
the bag!

