Promotional Products: Launching Brand Innovations To Markets

The Use Of Promotional Products In Launching A New Branded Product Or Service

Executed For Promotional Products Association International By:

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And
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Executive Summary

Research objectives: This study explores various aspects of marketers' practices in introducing new brands, products and services and why marketers make the choices they do. Our inquiry covers several audiences involved in a new product launch, including salespeople and employees addressed by internal promotion.

Frequency of roll-outs: Marketers tend to freshen up their lines frequently. More than half (56.5 percent) of respondents report they launch something at least once a year.

Roll-out budgets: Most companies allocate more than 5 percent of their total ad/promotion budget to new product roll-outs.

Media options: To introduce new brands, products or services, companies reporting in this survey focus most heavily on trade audiences. Exposure is provided through trade shows, industry periodicals and direct mail.

Most important media options: Asked to rate the importance of seven media attributes for a new product roll-out, respondents most frequently cited targetability as being their highest imperative. Targetability is an attribute often associated with promotional products.

Tracking results: About two-thirds of respondents say their companies track results obtained from the media they use for roll-out campaigns. Online click-throughs and webinar registrations are the methods most frequently cited, followed by leads gained from trade shows and events.

Use of promotional products: Seven out of 10 respondents say their companies incorporate promotional products in their roll-out programs. The application most frequently cited for promotional items are for trade shows and for roll-out announcements and as motivators for employees and salespeople.

Price points for promotional products: Respondents purchasing promotional products indicate a preference for low-end merchandise, including free imprinted merchandise gifts and premiums and incentives.

Perceived effectiveness: Promotional products are viewed by a majority (70.3 percent) of purchasers as being "very effective" or at least "somewhat effective" in accomplishing roll-out objectives. This finding is consistent with that of previous studies on the subject.

Market testing: Slightly fewer than half (46.2 percent) of respondents say their companies undertake market-test research before committing to a new brand/product/service roll-out. Of those companies that conduct market testing, about half give incentives or reward participants.

Introduction and Objectives

Bringing new products to market, as everyone knows, is more than a little risky. Statistics for failure rates abound, but safe to say, a marketer's newest offering stands far less than a 50-50 chance of avoiding buyer rejection.

One of the most important make-or-break determiners is the effectiveness of advertising and promotion in convincing buyers that they have an actual need and that the promoted new product (or brand or service) can fulfill it. Media sellers—and they include the companies in the promotional products industry—are interested in how marketers go about the process of mounting a new brand/product/service launch and why they make the choices they do.

The Marketing Information & Research Committee of Promotional Products Association International (PPAI) assigned to us the task of researching this matter. The four questions the research committee wanted us to pursue are:

- How end buyers determine the spend mix when rolling out new brands, products or services?
- What size of the pie, on average, do promotional products get in those roll-outs?
- How effective are promotional products in effecting a successful brand/product/service launch?
- What influences an end buyer to use a specific medium?

Answers to the “size of the pie” question were too ambiguous to allow a proper interpretation. Information obtained on the other issues, however, presents a fairly clear picture of marketers’ thinking and propensities relating to rolling out new brands, products and services, a picture heretofore seldom illuminated owing to a scarcity of published research on that subject.

Data for this report were collected by a mail survey of marketing executives in several selected industries (see Methodology). About 7 out of 10 respondents held job titles in marketing ranging from executive vice president to administrator. Other survey participants came from communications and public relations, brand management or held corporate C-suite titles.

Our survey drew 200 usable responses, “usable” meaning the respondents’ organizations actually created new brands, products and services and introduced them to the marketplace as either stand-alones or line extensions.

This number of responses is sufficient to permit some general conclusions with an acceptable degree of reliability (see Methodology). But not sufficient enough to allow us to dissect the data into small, discrete segments as we might have liked. Nevertheless, for limited cross-tabulations, we have divided respondents’ firms by size in terms of revenues. Small Companies, represented by 51.4 percent of respondents, are those doing less than $25 million in sales. Data for the Large Company group, doing more than $25 million, were provided by 48.6 percent of those answering the questionnaire.

The data aggregate was also separated into three industry subsets:

1. High tech (computers, software, electronics, telecommunications, etc.)
2. Biotech & Healthcare (biotechnology, pharmaceutical, chemical, hospitals, medical appliance manufacturing, etc.)
3. Other Manufacturing and Services

Table 1: Industry	**Percent (n = 196)**
High tech	26.5
Biotechnology/Healthcare	28.6
Other Manufacturing & Services	44.9

Subsequent descriptions of “new product” launches in this report should be understood to include roll-outs for new brands and for new services.

Roll-out Frequency

Question: How frequently do respondents' companies launch a new brand/product/service?

Fairly often, it turns out. More than half (56.5 percent) of the respondents report their companies bring out something new at least once a year. Only 6.5 percent said "Almost never." Therefore, these respondents were excluded from the rest of the survey.

Table 2: Frequency of New Product Roll-outs	**Percent (n = 214)**
At least once a year	56.5
At least once every two years	24.3
At least once every five years	12.6
Almost never	6.5

Advertising and Promotion Spending

Question: Approximately how much did respondents' companies spend last year on advertising and promotion?

Responses to this question were apportioned into fairly even ranges. Three out of 10 respondents reported ad/promotion budgets of $500,000 or higher.

Table 3: Ad/Promotion Budget	**Percent (n = 197)**
Less than $100,000	36.0
$100,000 - $499,999	34.0
$500,000 and up	29.9

Question: Approximately what portion of the respondents' companies' total ad/promotion budget is typically allocated to a new product roll-out?

- Most companies (72.3 percent) allocate more than 5 percent of their total ad/promotion budget to new product roll-outs. The largest segment of that subset allocates more than 10 percent to product launches. There is virtually no difference between small and large companies.
- The strongest expense concentration on new product launches is found among high-tech companies. Almost half of that industry group designates more than 10 percent of their ad/promotion budget to roll-out campaigns.

Table 4: Pct Roll-out Spend vs Total Ad Budget	**Small Companies < $25 million**	**Large Companies $25 million and up**	**All Companies n = 185**
Less than 5%	31.1%	24.2%	27.6%
5 – 10%	27.8 %	34.1%	30.9%
More than 10%	41.1%	41.8%	41.4%

Table 5: Pct Roll-out Spend vs Total Ad Budget	**Hi Tech**	**Biotechnology/ Healthcare**	**Other Manufacturing & Services**	**All Companies n = 200**
Less than 5%	23.4%	28.8%	31.3%	28.6%
5 – 10%	27.7%	28.8%	31.3%	29.7%
More than 10%	48.9%	42.3%	37.3%	41.8%

Media Choices and Reasons for Making Them

Question: Which of the following media groupings do respondents' companies typically use to advertise and promote new brands/products/services to all pertinent audiences (sales force and employees included).

Presented with five groupings of media, the sample population was asked to check all they typically use in their companies' roll-out media schedule.

- Mass media (TV, newspaper, magazine, direct mail etc.)
- Trade (industry periodicals, trade shows, direct mail etc.)

- Interactive (Internet, mobile messaging, video games etc.)
- Promotion (spiffs, coupons, promotional products, sweepstakes etc.)
- Telemarketing

If anyone thinks Mass Media has a lock on budgets for new product introductions, these findings may be surprising.

- Trade is the media option most often cited by respondents to introduce new products to pertinent audiences. Among companies large and small, 7 out of 10 included Trade media in their roll-out budget.
- Telemarketing—at 12.9 percent—is the medium least used in roll-outs.
- The heaviest use of Promotion, which includes promotional products, is found among the Other Manufacturing and Services segment. The 59.1 percent usage by companies in that cohort puts Promotion in close proximity with Trade, Mass Media and abreast of Interactive.

Table 6: Roll-out Media Used	Small Companies < $25 million	Large Companies $25 million or more	All Companies n = 194
Mass Media	45.7%	55.0%	50.5%
Trade	72.3%	70.0%	71.1%
Interactive	52.1%	62.0%	57.2%
Promotion	28.7%	50.0%	39.7%
Telemarketing	16.0%	10.0%	12.9%

Table 7: Roll-out Media Used	High Tech	Biotechnology/ Healthcare	Other Mfg & Services	All Companies n = 195
Mass Media	17.6%	58.9%	65.9%	51.3%
Trade	92.2%	67.9%	60.2%	70.8%
Interactive	66.7%	48.2%	59.1%	57.9%
Promotion	13.7%	33.9%	59.1%	40.0%
Telemarketing	17.6%	14.3%	10.2%	13.3%

*Since respondents were asked to check all media choices that apply, the sum of percentages in Tables 6 and 7 is more than 100 percent.

Question: In choosing media for new product roll-outs, which two media attributes do respondents' companies' rate as most important?

"This is a terrible year for brand building. Terrible." This observation was made in a *Marketing Daily* report of a Chicago marketing consultant's annual Most Memorable New Product Launch Survey. "Only 22 percent of respondents remembered the most memorable new product of 2008, the Wii Fit."

Memorability is a critical attribute in a new product launch. Failing to achieve it, new products seldom live long enough to become old products.

To ascertain how marketers prioritize campaign elements in new product launches, we asked them to state the two most important attributes they considered in making their media choices. Two options associated with "memorability"—"impact" and "long-term exposure"—were among the attributes offered. The seven choices were:

- Reach
- Economy (e.g., cost per impression)
- Impact
- Targetability (to reach specific audiences)
- Ability to create goodwill for company
- Ability to sustain long-term exposure and impression
- Other

"Targetability," a characteristic often associated with promotional products, is by far respondents' most important attribute, being mentioned by 69.2 percent. This was the dominant attribute by company size and across the three industry classifications, most notably in the high tech category.

Among the "memorability" attributes, "impact" was the most mentioned, followed by "long-term exposure and impression"—tied with "economy." Impact and long-term exposure are also qualities commonly associated with promotional products.

Creating "goodwill," another attribute of promotional products, is not an important consideration in planning a new product launch.

Table 8: Most Important Media Attributes	**Small Companies < $25 million**	**Large Companies $25 million or more**	**All Companies n = 195**
Reach	24.2%	26.0%	25.1%
Economy	31.6%	26.0%	28.7%
Impact	29.5%	40.0%	34.9%
Targetability	70.5%	68.0%	69.2%
Goodwill	7.4%	6.0%	6.7%
Long-term exposure, impressions	31.6%	26.0%	28.7%
Other	2.1%	3.0%	3.0%

Table 9: Most Important Media Attributes	High Tech	Biotechnology/ Healthcare	Other Mfg. & Services	All Companies n = 196
Reach	17.3%	32.1%	25.0%	25.0%
Economy	34.0%	25.0%	29.5%	29.6%
Impact	34.6%	32.1%	34.1%	33.7%
Targetability	76.9%	73.2%	60.2%	68.4%
Goodwill	1.9%	3.8%	12.5%	7.1%
Long-term exposure, impressions	26.9%	26.8%	33.0%	29.8%
Other	0.0%	5.4%	2.3%	2.6%

How Do Marketers Know If Their Media Choices Work?

Question: Do respondents' companies ever track the results from the media groups they use for new product roll-outs?

About two-thirds (68.7 percent) of respondents answered yes, they track.

Question: What are some of the methods respondents' companies use to track media results from new product campaigns?

By a wide margin, online tracking was the most-mentioned method of gauging buyer awareness of the new product introduction. This method included click-through rates and webinar registration.

Rank order of the methods most often cited by respondents is:

1. Online click-through rates, webinar registration
2. Trade show, event leads
3. Surveys
4. Coupon redemption
5. Telemarketing, including 800 numbers, inbound calls
6. Customers asked how they hear about the new product
7. Direct mail responses (tie)

7. Print ad responses (tie)

7. Premiums and sweepstakes (tie)

Selected Responses

- All leads are tracked by promotion. Sales analysis performed to evaluate effectiveness
- Awareness training; qualitative studies: focus groups, taste tests
- Brand recognition through campaign lift; top-of-mind images
- Call for additional information or premium
- Click results; online store sales per given promotion
- Codes, offers, questionnaires

- Comparing new/lost customers from year to year, comparing type of product being purchased
- Control store test; sales tracking advertised markets vs. all other markets
- Coupons, must present upon purchase using 800 number in all ads
- Coupons, giveaways if they bring in the ad
- Customer follow-up
- Digital assets tracked through standard airline airloads; equity tracking; new-consumer feedback
- Google awards; response to coupons; special events attendance; news coverage
- In-house tracking new accounts over a period of time
- Leads are entered into our CRM, then fed to the sales team. Lead then tracks to close
- Marketing campaign software—pivotal
- New accounts, dollars deposited
- Number of leads generated, number of leads that become sales
- Number of responses that become sales
- Promotion requires sweepstakes entry; tracking software on e-mail blasts
- Provide a coupon or something that needs to be returned to take advantage of our special offer

- Publish 800 number on print ads; create specific jump page/web landing page to track pull-through; offer a free white paper
- Read postings; track net referrals
- Reading for published press releases
- Redemption; account product numbers before and after launch; individual CSR track worksheets
- Requests for data sheets or white papers
- Requests for data sheets; requests from targeted customers
- ROI reports from media companies
- ROI; traffic driven to website
- Sales results; sales force and customer polls, feedback
- Spiffs/coupons; track dollar cost for premium items vs. amount of pounds/cases of new product sold; get project cost down to cost per case
- Standard Internet tracking, e.g. CTR on online ads, webinar attendance tracking
- Surveys; perception tracking
- Track referral sources
- Use media buying agency
- Use promotional codes-ex. Loan special pull reports from our member database and compare numbers against promotion

- VIA offers embedded in the ad, or code numbers
- Volume changes; community perception analysis; market share analysis

The Role and Influence of Promotional Products

Question: Do respondents' companies incorporate promotional products (i.e., imprinted merchandise, gifts or premiums and incentives) into any aspect of new product roll-outs?

A large majority (70.6 percent) of respondents said they do use promotional products to facilitate their new product introductions. Among industries, the highest incidence of usage is seen in the Other Manufacturing & Services category. (Worth noting is that the Services sector contains a large number of banks and financial institutions).

Table 10: Use by Industry	**Percent (n = 136)**
High Tech	24.3
Biotechnology/Healthcare	27.9
Other Manufacturing & Services	47.8

Question: For what purposes do respondents' companies use promotional products?

Trade shows (71.4 percent) and roll-out announcements and motivators to employees and salespeople (49.0 percent) were the applications most frequently reported by respondents.

Table 11: Promotional Products Uses	**Percent (n = 136)**
Trade shows	71.4
Roll-out announcements and motivators to salespeople and employees	49.0
Sports and community events	28.6
In-store free gifts or incentives	25.2
Dealer/retailer incentives	23.8
Other	17.0

* Since respondents were asked to check all uses that apply, the sum of percentages exceeds 100 percent.

Other Responses

- Ability to sustain long-term exposure and impression
- At account openings to reinforce brand
- Branding in community and donations
- Christmas and thank-you gifts
- Customer gifts

- Direct mail stuffer
- Donations
- Gifts
- Giveaways
- Goodwill for the company
- Incentives for health services/screening
- Loyalty program
- Schools
- Snail and e-mail
- Survey responses
- To keep our company in front of our customer thinking
- To promote awareness of our e-com store
- User conference
- Wellness promotions in-house

Question: What are the typical price-point ranges for respondents' companies that purchase promotional products for roll-out purposes?

- For imprinted gifts, low-end items are the preference for an overwhelming majority (73.4 percent) of buyers.
- Price points for premiums and incentives show a fairly even distribution over three price ranges. Slightly over half (53.7 percent) of respondents report a preference for items costing less than $10.

Table 12: Price Points for Free Imprinted Gifts	**Percent (n = 143)**
Less than $5	73.4
$5 - $10	18.2
$11 - $25	7.0
More than $25	1.4

Table 13: Price Points for Premiums & Incentives	**Percent (n = 93)**
Less than $5	24.7
$5 - $10	29.0
$11 - $25	23.7
More than $25	22.6

Question: How effective in accomplishing their roll-out program objectives do respondents perceive the promotional products they purchase?

- Promotional products are viewed as being “very effective” or at least “somewhat effective” by an overwhelming majority (70.3 percent) of purchasers. This figure is consistent with findings of almost all surveys conducted in recent years by or for PPAI.
- Respondents who were not the least bit impressed with their experiences with promotional products constitute only a small subset (5.4 percent), again a typical finding for these studies.

Table 14: Perceived Effectiveness	**Percent (n = 148)**
Very effective	4.1
Somewhat effective	66.2
Somewhat ineffective	24.3
Very ineffective	5.4

Market Testing

Question: Do respondents' companies or their agencies undertake market-test research before committing to a new brand/product/service roll-out?

With so much at stake, it may seem somewhat surprising to learn that fewer than half of the companies introduce new products without first dipping a toe in the water. Slightly fewer than half (46.2 percent) of respondents reported their companies preface a roll-out by testing how the market is likely to accept the new product. This finding will be discussed more fully in the Analysis section of this report.

Question: Do respondents' companies or agencies that do undertake market testing give incentives or reward participants in the research?

Of respondents whose companies checked out market acceptance before launching, almost half (47.7 percent) said they give incentives or reward participants in the research.

Question: What would these participation incentives or rewards typically be?

The most frequent answers to this question were cash ($100 was mentioned by several respondents) and gift cards. In addition to the latter, other items in the promotional products category were also cited.

Selected Responses

- A dollar bill for every mailed survey; multiple gifts for in-house focus groups
- A per diem plus a meal to attend new product focus group; camo clothing (our customers like to hunt and fish)
- Cash (i.e., $5 for responding to a survey)
- Cash; product discounts; branded merchandise
- Charge card credit
- Dinner for focus group participants
- Discount for purchase of new product
- Early taker discounts
- Free product trials; discounts on purchases
- Gas cards, dinner cards
- Gift cards, wearables; free products; donations to charities

- If a test site wants to buy our new medical device, we offer a discount price for purchases for helping with our medical testing
- iTune cards, gas cards, cash, T-shirts
- Middlebury money-gift certificates; time off
- Money, samples
- Offer current clients deep discounts to try new solutions; offer new solution free to Beta sites who agree to test new solution; $50 Amex to each prospective client willing to be interviewed for new product concepts
- Promotional items; gift certificates
- Research agency provides participants with points they can save and collect for prizes
- Sponsorships; sales price-introduction offer
- T-shirts, clothing
- We pay people to come to focus groups and provide transport, vouchers and childcare
- We sometimes offer gift certificates or draw for prizes for participants

Before New Products Go on the Shelf

Question: How long is the typical gestation period (planning, agency consultation, media buying, prepping dealers, retailers, sales force and employees) before launching a new brand/product/service?

For the largest cohort of respondents (40.4 percent), the span from new product concept to launch is three to six months. This is a critical window that media sellers and service vendors have to pursue for a place at the table.

Table 15: Roll-out Preparation Time	**High Tech**	**Biotechnology/ Healthcare**	**Other Mfg & Services**	**All Companies (n = 185)**
Less than 3 months	38.0%	13.5%	16.9%	21.6%
3 – 6 months	30.0%	44.2%	44.6%	40.4%
More than 6 months	20.0%	23.1%	25.3%	23.2%
Varies—nothing typical	12.0%	19.2%	13.3%	14.6%

Analysis and Implications

By the time this research was completed for PPAI, the National Bureau of Economic Research made official what everybody had already known for months—that the U.S. economy had been in recession for the past year. Ordinarily, you might think this knowledge would cool the heels of any marketer with a notion to put a new product on the market.

Suspend the development and marketing of innovation until the economy recovers? Not a good idea, warns a Chicago consultant with the title of director of trend insight. During recession, she declares, “so many companies cut back on product and promotional innovation…but this is exactly the time when that is the last thing they should be doing.”

Time will tell if that advice is heeded. What all marketers do know is that they have to continually refresh their offerings. What we’ve learned in this study is that more than half the companies represented introduce a new brand, product or service at least once a year.

Certainly, the launches have to be done right, because the cost of failure can be hefty. In the spring of 2008, Procter & Gamble attempted unsuccessfully to restage its Pantene hair care brand. This misstep, claimed P&G’s CEO, caused the consumer goods titan to fall short of its annual 5 percent gain in the beauty category.

There are many reasons for failed brand launches, and probably most of them would be recognized by looking at the predicament in which the U.S. auto industry finds itself . Caused, for example, by having short-term results dictated by Wall Street pressure instead of investing in long-term brand building. There is also the problem of me-too products that can't be differentiated by me-too advertising.

Research Objective: How Roll-outs, Using Promotional Products, Work

In this study, we've focused on the advertising and promotion aspects of taking a new brand, product or service to market, which is to say, this is how marketers do it. The second thing we try to address: What is the role and future prospects of promotional products in new product roll-outs? To gain such insights, we needed to take a holistic approach. That means examining all audiences involved in a successful new product launch, including salespeople and employees addressed by internal promotion.

Testing the Waters

Conventional wisdom has it that you don't introduce a new product unless you first find out if someone is willing to buy it. Hence, the standard research tool—the "top box" measure of purchase intent: check off the boxes that typically range from "definitely will buy" to "definitely will not buy."

However, we found that a little over half of respondents to this survey say their companies do no market testing. This response coincides with observations we have made independent of this study.

Failure to test the waters may seem contrary to prudent marketing practice. However, many line extensions require little or no R & D and the expenses associated with that process. Often what is passed off as “new” is simply a slightly altered version of what someone else has been doing successfully; hence, little risk.

Media Preferences

Perhaps media selection is less haphazard. Experienced marketers presumably know which media work best for them. Another assumption is that they are willing to try something else when their current media workhorse turns in a lame performance. In a hand-raising count by the Association of National Advertisers, 33 percent of a 1,200-person sample signaled they expect to keep their 2009 ad spending constant but would be doing some reallocating in the marketing mix.

Should that reallocating come to pass, the promotional products industry would naturally like to have much of the rearranging done in its favor. This need not be an unrealistic expectation.

A substantial majority (7 out of 10) of respondents to our study say they use promotional products in their roll-outs. Advancing to an 8:10 ratio—or more—seems doable, provided that all opportunities are explored.

For example, respondents report that mass media are not in everyone's roll-out plans. A marketer in California minced no words: "Print media is dead," he declared. "TV is for morons, and morons don't have much disposable income—and what they do spend it on is beer and makeup." A thought to keep in mind.

The marketing method most respondents chose for their launches was the trade appeal. Primarily a business-to-business venue, this includes trade shows, industry periodicals and direct mail. A correlate of this is the finding that respondents' most-often-cited use of promotional products is to support roll-outs at trade shows.

Zeroing in on the Right Audiences

Say what you want about mass media, they do provide reach, something that seems critical when you're introducing a universal product like toothpaste consumed by a mass audience. But reach wasn't all that important to the sample we surveyed. The media attribute they found most attractive was targetability. In other words, go to the audience that's most likely to buy.

Targetability, of course, is one of the reasons end buyers are receptive to promotional products. Respondents ranked this attribute first among reasons for picking their media choices. When the audience is known, promotional merchandise has almost all the advantages.

To get to the bull's eye, marketers often apply standard systems of measurement, among them:

- **Demographic.** For example, how many female heads of household in a targeted census tract?
- **Sociographic or Lifestyle.** For Harley-Davidson, who's a better bet for a motorcycle pitch—the outdoorsy types or the couch potatoes?
- **Contextual.** Marketing to a high-brow audience? Then the print ad schedule should concentrate on *Vanity Fair,* not *People* magazine.

Once they learn the makeup of customer audiences, promotional products salespeople—the experienced ones anyway—usually have a gut feel for what the end buyer needs. They instinctively know to show Catalog A, not Catalog B. Nevertheless, their aims for targeting can always be enhanced with a thorough understanding of targeting metrics.

Priced for Coach Seating

Price points for promotional merchandise used in roll-outs skew downscale. This is true for both imprinted items and for premiums and incentives. This finding seems consistent with the most popular roll-out applications of promotional products, which are (1) trade show promotion and (2) roll-out announcements and motivators to employees and salespeople.

Despite the emphasis on lower-end items, roll-outs can be profitable business for distributors if the volume is sufficient and margins aren't sacrificed.

Opportunities in Research?

As previously noted, we included in this study questions about market testing. Our purpose was to explore whatever business potential there might be for distributors. Research programs are not a major revenue producer for most distributors, accounting for less than 2 percent of distributor business in 2007, according to PPAI's annual estimate of distributor sales.

Considering that a little more than half the respondents to this study say they don't market test (although they may invest in inquiries like customer satisfaction studies), is there an opportunity for distributors to enlarge their receipts from customer research?

Answering the market test question, one respondent stated: "No—but would like to." For distributors to convert marketers like that, they would have to be convincing. The selling point, of course, is information—securing an edifying picture that every marketer should want. At a time of declining response rates, marketers are fairly desperate for something to juice up participation, using rewards and incentives like a hundred bucks in cash, or discounts, or coupons. Are promotional products a better, less expensive, more efficient way?

What Are the Other Guy's Weaknesses?

That question deserves a heap of thought from distributors seeking to boost revenues by poaching on some other medium's hunting grounds. Promotional products salespeople surely know the strengths and appeals of imprinted merchandise. But it also pays to know the adversaries' weaknesses. Studying them is recommended.

For example, today's media darling is that conglomerate called "Interactive." In terms of sales, this medium is poised to overtake everybody (maybe not direct mail just yet) real soon. Go back to Table 7 and note that Interactive was the second-most-mentioned medium for introducing new products. It does have an Achilles heel, however. Glut. Worries an e-mail specialist in *Media Post*: "Our industry is currently facing one of the most significant threats to its health and existence….What has me concerned is self-inflicted by those of us within the e-mail space: the rampant over-mailing of promotional messages."

Protecting Brand Value

Earlier in this report we mentioned the memorability of new products launched in 2008. What products were the most memorable? The top five in rank order: Wii Fit, iPod Touch, Bud Light Lime, McDonald's Southern Style Chicken

Biscuit & Sandwich and Kraft Mac & Cheese Crackers. They all have one thing in common—association with a trusted brand.

Andrew Pierce, senior partner in Prophet, a global brand and marketing consultancy, thinks the end goal of marketing new products or rebranding older ones "should be geared to both building brand equity *and* driving sales—not one or the other." He's talking specifically about the U.S. auto industry, but the thought applies to marketing in general.

Brand equity, the sum of all components comprising the reputation value of an organization and what it sells. An element of brand equity is brand expression—an organization's properties, products, presentations and promotion. Promotional products are indigenous to brand expression. It seems curious that as stewards of brand equity, marketers so often choose options with widely acknowledged tendencies to commoditize the brand—options like deals, discounts and coupons. A well-chosen promotional product isn't saddled with that stigma.

Conclusion

Despite limitations described in the next section, Methodology, we believe this survey is a valuable addition to knowledge about marketing executives' thinking as it relates to making promotional choices in launching new brands, products and services. It's a subject for which there seems to be very little published data, and the research that does exist tends to be proprietary and not readily available to general audiences. In light of this, we hope promotional products distributors—and suppliers—can apply the findings to their own specific business models.

Methodology

Data for this study were collected by a mail survey of 9,000 persons identified as marketing executives. Names/addresses/titles were compiled from several purchased lists. Designed to encompass a variety of markets for promotional products distributors, the industry selects consisted of: Banks & Financial Institutions (1,000); Computers/Hardware (1,000); Computers/Software (1,000); Telecommunications (1,000); Health Device Manufacturers (1,000); Hospitals, Clinics, Nursing Homes (1,000); Food & Kindred Products (1,000) and Miscellaneous Manufacturing (2,000).

Respondents by Job Title	**Percent (n = 200)**
Marketing: VP, Executive VP, Director, Manager, Administrator	69.3
CEO/President	15.1
Brand Manager, Product Development Manager	6.3
Sales: VP, Director, Manager etc.	5.7
Communications: VP, Director, Manager, PR, Other	3.6

Consisting of 19 questions, the questionnaire covered various aspects of marketers' practices and beliefs concerning the introduction of new brands, products and services to the marketplace (see survey form in Appendix). Respondents had the choice of replying anonymously or (as an incentive if they volunteered contact information) to be included in a random drawing for one of five $100 gift certificates.

The survey mailing drew 200 usable responses after culling out ineligible returns from among an estimated 8,800 deliverables. Although this 2.3 percent return was less than hoped for, it appears to be typical of survey mailings to extrinsic audiences at this time. Business owners and senior managers are among the most difficult to survey; reasons for this are explained by scholars Erdogan and Tagg and by Cycyota and Harrison (see For Reference).

Nevertheless, the number of responses permits us to reliably draw broad conclusions on all questions. According to Frederick Van Bennekom, PhD (educator and author on survey research subjects), “As a very rough rule of thumb, 200 responses will provide fairly good survey accuracy under most assumptions and parameters of a survey project.”

Using Van Bennekom’s handy “Survey Size Calculator” spreadsheet, we find that our dataset, at a 95 percent confidence level, has an accuracy of +/- 6.85 percent. Our response numbers, however, are not sufficient to allow more discrete inferences by extrapolating from the total data inventory.

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Appendix

PROMOTION DECISIONS AND NEW BRAND/PRODUCT/SERVICE INTRODUCTIONS

Dear Marketing Executive,

Feeling ignored? No longer--Your opinion is important. As a decision-maker, your help would be very much appreciated in completing this short ten-minute survey. As an advertising professor at Louisiana State University, I am one of the few academics nationally researching promotion decisions related to launching new brands/products/services.

Of course, I will treat the information you provide as confidential and have a track record for keeping my word. Your responses are critical to this study and I thank you for your generous and candid input. (If you are not the individual responsible for your company's roll-out activities, I'd appreciate your relaying this survey to the appropriate person.) As an additional thank you for participation, you will be able to download a copy of the executive summary and key study findings after December 20, 2008 from my personal website: http://richardnelson.netfirms.com. If you wish to include your contact information, you will also be eligible for one of five randomly selected $100 gift certificates. So please take a few minutes to fill out this questionnaire and **return it in the postage-paid envelope by Friday, November 14, 2008 or fax it to 225.578.2125.** Thanks for your help in this important study.

Richard Alan Nelson, Ph.D.

If you have any questions, please email me at Rnelson@lsu.edu or contact me by telephone at 225.578.6686.

QUESTIONNAIRE

1. How large is your company in terms of annual sales?
☐ a. $500,000 or less
☐ b. $501,000 - $999,999
☐ c. $1 million - $4,999,999
☐ d. $5 million - $9,999,999
☐ e. $10 million - $14,999,999
☐ f. $15 million - $24,999,999
☐ g. $25 million - $49,999,999
☐ h. $50 million - $99,999,999
☐ i. $100 million or more

2. How frequently does your company introduce a new brand/product/service to your markets?
☐ a. At least once a year
☐ b. At least once every two years
☐ c. At least once every five years
☐ d. Almost never (If you answered d. to Question No. 2, you have completed this questionnaire. Your participation is greatly appreciated)

3. Approximately how much did your company spend last year on all advertising and promotion that you were responsible for?
☐ a. Less than $100,000
☐ b. $100,000 - $499,999
☐ c. $500,000 - $999,999
☐ d. $1 million - $4,999,999
☐ e. $5 million - $9,999,999
☐ f. $10 million - $14,999,999
☐ g. $15 million - $24,999,999
☐ h. $25 million - $49,999,999
☐ i. $50 million - $99,999,999
☐ j. $100 million or more

4. Approximately what percent of the total advertising and promotion budget you indicated in Question 3 do you typically allocate to a new brand/product/service roll-out?
☐ a. Less than 5%
☐ c. 11 – 25%
☐ b. 6 –10%
☐ d. More than 25%

5. Which of the following classifications best describes your industry?
   - ☐ a. High tech (computers, software, electronics, telecommunications etc.)
   - ☐ b. Biotechnology, pharmaceutical, chemical
   - ☐ c. Automotive (manufacturing, parts and supplies)
   - ☐ d. Furniture and home furnishings
   - ☐ e. Consumer packaged goods
   - ☐ f. Health care (hospitals, medical appliances manufacturing, etc.)
   - ☐ g. Food and kindred products
   - ☐ h. Banks, other financial services
   - ☐ I. Construction, including building supplies
   - ☐ j. Transportation
   - ☐ k. Other (Please specify) ___________________________________

6. Which of the following media groupings do you typically use to advertise or promote your new brand/product/service to all pertinent audiences (sales force and employees included)? [***Please check (✓) all that apply]***
   - ☐ a. Mass media (TV, newspaper, magazine, direct mail etc.)
   - ☐ b. Trade (industry periodicals, trade shows, direct mail etc.)
   - ☐ c. Interactive (Internet, mobile messaging, video games etc.)
   - ☐ d. Promotion (spiffs, coupons, promotional products, sweepstakes etc.)
   - ☐ e. Telemarketing

7. Approximately what percent of your roll-out ad/promotion budget do you allocate to each of the media groupings circled in Question 6?

a. Mass media (TV, newspaper, magazine, direct mail etc.)	b. Trade (industry periodicals, trade shows, direct mail etc.)	c. Interactive (Internet, mobile messaging, video games etc.)	d. Promotion (spiffs, coupons, promotional products, sweepstakes etc.)	e. Telemarketing
___________%	___________%	___________%	___________%	___________%

8. In choosing media for your roll-outs, which two media attributes are most important to you? ***[Please check (✓) two boxes]***
   - ☐ a. Reach
   - ☐ b. Economy (e.g., cost per thousand)
   - ☐ c. Impact
   - ☐ d. Targetability (reach specific audiences)
   - ☐ e. Ability to create goodwill for company
   - ☐ f. Ability to sustain long-term exposure or impression
   - ☐ g. Other (please specify) __________________________________

9. Do you ever track the results from media in the media groupings described in Question 6 that you indicated you use?

   ☐ Yes ☐ No

10. If you answered Yes to Question 9, please give some examples of methods you use to track media results.

____

____

11. Do you sometimes incorporate promotional products (i.e., imprinted merchandise gifts or premiums and incentives) into any aspect of your roll-out?

☐ Yes ☐ No (If you answered No, please skip to Question 15)

12. For what purposes do you use promotional products? ***[Please check (✓) all that apply]***

☐ a. roll-out announcements and motivators to employees, salespeople
☐ b. trade shows
☐ c. dealer/retailer incentives
☐ d. sports or community events
☐ e. in-store free gifts or incentives
☐ f. Other (Please specify) ____

13. If you employ promotional products in any of your roll-out programs, what would be the typical price-point range of items purchased?

a. For imprinted free gifts
☐ aa. Less than $5
☐ ab. $6 - $10
☐ ac. $11 - $25
☐ ad. More than $25

b. For premiums & incentives
☐ ba. Less than $5
☐ bb. $6 - $10
☐ bc. $11 - $25
☐ bd. More than $25

14. How effective do you perceive promotional products to be for accomplishing whatever objectives you may have? ***Please check (✓) the appropriate box.***

a. Very Effective	b. Somewhat effective	c. Somewhat ineffective	d. Very ineffective	e. Don’t know
☐	☐	☐	☐	☐

15. Does your company or its agencies undertake market-test research before committing to a new brand/product/service roll-out?

☐ a. Yes ☐ b. No (If you answered No, please skip to question 18)

16. If you answered Yes to Question 15, do you give incentives or reward participants in this research?

☐ a. Yes ☐ b. No

17. If you answered Yes to Question 16, typically what would be some types of these incentives or rewards?

____

____

18. How long is the typical gestation period (planning, agency consultation, media buying, copy/art preparation, prepping dealers, retailers, sales force and employees) before launching the new brand/product/service?

☐ a. Less than three months
☐ b. Three to six months
☐ c. More than six months
☐ d. Varies—nothing typical

19. Please state your job title. ______________________________

THANK YOU FOR COMPLETING THIS QUESTIONNAIRE. IF YOU ARE INTERESTED IN SEEING A SUMMARY OF OUR FINDINGS, YOU MAY ACCESS http://richardnelson.netfirms.com AFTER DECEMBER 20, 2008. IF YOU WISH TO ENTER THE DRAWING FOR GIFT CERTIFICATES, PLEASE FILL IN THE OPTIONAL ADDRESS INFORMATION BELOW OR ATTACH YOUR BUSINESS CARD. YOUR RESPONSES REMAIN CONFIDENTIAL.

Name ______________________________ **Title/Dept.** ______________________________

Company __________________________ **Street/P.O. Box** _________________________

City ____________________ **State**_______ **ZIP** ________ **Email**____________________

COMMENTS:
____

AGAIN, THANK YOU FOR YOUR TIME AND PARTICIPATION!!! FEEL FREE TO ADD ANY ADDITIONAL COMMENTS BELOW. Please mail this completed questionnaire in the postage-paid envelope by Friday November 14, 2008 to Professor Richard Nelson, Louisiana State University, P.O. Box 22705, Baton Rouge, LA 70894-9900; or fax it to 225.578.2125.

TABLES GENERATED FROM SURVEY

HOW LARGE IS YOUR COMPANY IN TERMS OF ANNUAL SALES?

	Frequency	**Valid Percent**
$500,000 or less	17	8.1
$501,000 - $999,999	11	5.2
$1 million - $4,999,999	29	13.8
$5 million - $9,999,999	13	6.2
$10 million - $14,999,999	22	10.5
$15 million - $24,999,999	16	7.6
$25 million - $49,999,999	18	8.6
$50 million - $99,999,999	29	13.8
$100 million or more	55	26.2
Total	210	100.0

HOW FREQUENTLY DOES YOUR COMPANY INTRODUCE A NEW BRAND/PRODUCT/ SERVICE TO YOUR MARKETS?

	Frequency	Valid Percent
At least once a year	121	56.5
At least once every two years	52	24.3
At least once every five years	27	12.6
Almost never	14	6.5
Total	214	100.0

APPROXIMATELY HOW MUCH DID YOUR COMPANY SPEND LAST YEAR ON ALL ADVERTISING AND PROMOTION THAT YOU WERE RESPONSIBLE FOR?)

	Frequency	**Valid Percent**
Less than $100,000	71	36.0
$100,000 - $499,999	67	34.0
$500,000 - $999,999	30	15.2
$1 million - $4,999,999	23	11.7
$5 million - $9,999,999	2	1.0
$10 million - $14,999,999	3	1.5
$15 million - $24,999,999	1	.5
Total	197	100.0

APPROXIMATELY WHAT PERCENT OF THE TOTAL ADVERTISING AND PROMOTION BUDGET YOU INDICATED IN QUESTION 3, DO YOU TYPICALLY ALLOCATE TO A NEW BRAND/PRODUCT/SERVICE ROLL-OUT?

	Frequency	**Valid Percent**
Less than 5%	52	28.0
6 –10%	57	30.6
11 – 25%	47	25.3
More than 25%	30	16.1
Total	186	100.0

WHICH CLASSIFICATIONS BEST DESCRIBE YOUR INDUSTRY?

	Frequency	Valid Percent
High tech (computers, software, electronics, telecommunications etc.)	52	26.5
Biotechnology, pharmaceutical, chemical	10	5.1
Automotive (manufacturing, parts and supplies)	3	1.5
Consumer packaged goods	7	3.6
Health care (hospitals, medical appliances manufacturing, etc.)	46	23.5
Food and kindred products	7	3.6
Banks, other financial services	41	20.9
Construction, including building supplies	6	3.1
Transportation	1	.5
Other	23	11.7
Total	196	100.0

WHICH OF THE FOLLOWING MEDIA GROUPINGS DO YOU TYPICALLY USE TO ADVERTISE OR PROMOTE YOUR NEW BRAND/PRODUCT/SERVICE TO ALL PERTINENT AUDIENCES (SALES FORCE AND EMPLOYEES INCLUDED)? [***PLEASE CHECK (✓) ALL THAT APPLY]***

		Responses	Percent of Cases
Rank	Medium	N	N
3	Mass media (TV, Newspaper, Mag, direct mail)	103	51.8%
1	Trade (industry periodicals, trade shows, direct mail etc.)	141	70.9%
2	Interactive (Internet, mobile messaging, video games etc)	115	57.8%
4	Promotion (spiffs, coupons, promotional products, sweepstakes etc)	80	40.2%
5	Telemarketing	26	13.1%
Total		465	233.7%

Number of respondents =199

N CHOOSING MEDIA FOR YOUR ROLL-OUTS, WHICH TWO MEDIA ATTRIBUTES ARE MOST IMPORTANT TO YOU?

	Responses	Percent of Cases
Reach	50	25.0%
Economy	59	29.5%
Impact	68	**34.0%**
Targetability	138	**69.0%**
Ability to create goodwill	14	7.0%
Ability to sustain long-term exposure or impression	59	29.5%
Other (specified)	5	2.5%
Total	393	196.5%

Total # of cases/respondents=200

Comments under Other

1. DECISION MAKER EXPOSURE
2. NEW USER PRODUCT INFORMATION

DO YOU EVER TRACK THE RESULTS FROM MEDIA IN THE MEDIA GROUPINGS DESCRIBED IN QUESTION 6 THAT YOU INDICATED YOU USE?

	Frequency	Valid Percent
Yes	136	**68.7**
No	62	**31.3**
Total	198	**100.0**

Those who said yes specified comments below:

- All leads are tracked by promotion. Sales analysis performed to evaluate effectiveness.
- Always develop an ROI analysis
- Ask customers how they heard about us on the products
- Ask customers, call in, bounce back cards
- ASK HOUW THEY HEAR ABOUT IT
- Ask when they order
- Attendance @ opening events, new patient's enrolled
- AWARENESS TRAINING; QUALITATIVE STUDIES: FOCUS GROUPS, TASTE TESTS
- Brand recognition through campaign lift; Top of mind images
- BUSINESS VOLUME INDICATORS, NEW CUSTOMER SURVEYS
- Call center volume
- CALL FOR ADDITIONAL INFO OR PREMIUM
- CALL TO ACTION TO TEST RESPONSE; TRACK LEADS
- Calls to 800#
- CALLS TO CALL CENTER, WEB VISITS # PROCEDURES SCHEDULES, REVENUE
- CLICK-THRUS, TRADING TRADE SHOW LEADS TO ULTIMATE DISPOSTION
- CLICK RESULTS; ONLINE STORE SALES PER GIVEN PROMOTION
- Click through on banner advertising
- CLICK THROUGHS, LEADS
- Clicks on electronic newsletters; pages visited on corp. Website

- CODES, OFFERS, QUESTIONAIRES
- COMPARING NEW/LOST CUSTOMERS FROM YAR TO YEAR; COMPRISING TYPE OF
- PRODUCT BEING PURCHASED
- COMPILE LISTS OF CAL BACK INQUIRIES THROUGH SPREADSHEETS
- CONTROL STORE TEST; SALES TRACKING ADV. MKTS. VS ALL OTHER MARKETS
- COUPON & OFFER CODE #
- Coupons-track redemption and tack retail redemptions vs. Order
- COUPONS OR SWEEPSTAKES ENTRY
- COUPONS WITH COUPON CODES; CLICK THROUGH TO CONVERSION
- COUPONS, MUST PRESENT UPON PURCHASE USING 800# N ALL ADS
- COUPONS; GIVE AWAYS IF THEY BRING IN THE AD
- CPM FOR ADEQUACY/REACH, GOOGLE, META-TAGS, PHYSICIAN CALL LINE TRACKING
- CRM FOR ROI
- CRM System within operating software!
- CRYSTAL REPORTS THORUGH GOLDMINE D.BASE.
- Tracks R.O.I. based on codes on contract records
- Customer follow-up
- Digital assets tracked through standard airline air loads; equity tracking, new consumer feedback
- Direct mail response rates, online registration/inquiries
- DIRECT MAIL RESPONSE, INBOUND CALLS, WEB TRAFFIC/HITS
- Direct mail responses; sales calls/ trends, web hits, player(customer) trends
- EACH OUTLET EVALUTED FOR ROI I.W.EMAIL OPENS, CLICK THRUS, BUSINESS WON, DEMOS DONE, ETC
- .Electronic (RSS) leads back to home office. Excel and/or act! CRM EVALUATE RESPONSE (#OF) FROM DIRECT MAIL; TRACK WEB SITE TRAFFIC AS A SITE WHERE NEW PRODUCT WAS PROMOTED

- Every 2-3 years we conduct a consumer survey to guage awareness and preferences
- Follow-up on leads; received from advertising and shows
- FOLLOWING UP ON LEADS GENERATED FROM TRADE SHOWS;
- TRACKING # OF LEADS GENERATED BY AD PLACEMENT
- GENERATED SALES, NEW LEADS (QUALIFIED)
- GOOGLE ANALYSTICS; INTERNAL TRACKING MECHANISMS WITH LEAD CARDS
- Google analytics; CP lead and trade events, cp close of leads
- GOOGLE AWARDS; RESPONSE TO COUPONS; SPECIAL EVENTS ATTENDANCE;
- NEWS COVERAGE
- IDENTIFY WHICH SALES CAME FROM THE ADS
- IN HOUSE TRACKING NEW ACCOUNTS OVER A PERIOD OF TIME
- INBOUND CALL ANALYSIS
- Inquiry response and sales over time due to inquiries
- INTERNET/WEB REPORTING-DRIVE TRAFFIC TO CALL-TO-ACTION
- ON WEB/TELEMARKETING/SM
- Leads-Sales from leads; clients
- Leads are entered into our CRM, the fed to sales team. Lead then tracks to close
- Leads entered in CRM database
- Manual-excel spreadsheet
- MANUAL TRACKING @ NEW ACCTS DESKS
- MARKETING CAMPAIGN SOFTWARE-PIVOTAL
- MCIF
- MCIF system
- MCIF SYSTEM FEATURES, INDEPENDENT SURVEYS
- MEDIA SURVEY INQUIRIES; TRADE SHOW RESPONSE
- MOST OF OUR MARKETING GOES INTO AIRCRAFT DEMONSTRATIONS –
- WE FOLLOW UP WITH CUSTOMERS AND TRACK RESULTS OF THE SHOWS

- New accounts, dollars deposited
- No-but would like to
- NUMBER OF LEADS GENERATED ; NUMBER OF LEADS THAT BECOME SALES
- NUMBER OF RESPONSES VS SALES
- Online hits or click- through's; verbal responses; coupons returns
- Online tracking of page views and click-through's; Ad studies
- OTHER THAN SPECIFIC COUPONS WE DON'T
- OTHER THAN WITH OUR CRM SYSTEM
- PHONE CALLS, APPOINTMENTS
- PHSYCIAL COUNT OF QUALIFIED RESPONSES
- PRODUCT INTREST INFO REQUEST CARDS RECV'D POST PRINTED ISSUE
- PROMOTION REQUIRES SWEEPSTAKES ENTRY,
- TRACKING SOFTWARE ON EMAIL BLASTS
- PROVIDE A COUPON OR SOMETHING THAT NEEDS TO BE RETURNED
- TO TAKE ADVANTAGE OF OUR SPECIAL OFFER
- Publish 800-# on print ads; create specific jump page/web landing page to track pull-through; offer a
- Free white paper industry download to visit a micro site, etc.
- Question Prospects on how they found out about us.
- RATE OF READER INQUIRIES
- READ POSTINGS; TRACK INET REFERRALS
- Reader response leads; sample requests to specific web site links
- READING FOR PUBLISHED PRESS RELEASES
- REDEMPTION; ACCOUNT PRODUCT NUMBERS BEFORE AND AFTER LAUNCH;
- INDIV CSR TRACK WORKSHEETS
- Requests for datasheets or white papers
- Requests for datasheets. Responses from targeted customers

- RESPONSE RATES
- RESPONSES TO OFFERS OF INFORMATION, SPECIAL PRICES, ETC.
- WEBSITE HITS ON PAGES AND BANNERS
- RESPOUSE RATES TO ADS, TRADE SHOW LEADS,
- CORRELATION OF WEB TRAFFIC WITH ACTIVITY
- Return from customers-orders
- ROI reports from media companies
- ROI; TRAFFIC DRIVEN TO WEBSITE
- SALES AND TELEMARKETING
- Sales results; hand raising measures, etc.
- Sales results; sales force and customer polls/feedback
- Special m-mail accounts; web-traffic monitoring
- SPECIFIC LINKS, ASK PROSPECT
- Spiffs/coupons-track dollar cost for premium items vs. Amount of pounds/cases of new
- Product sold--get
- Project cost down to cents /pawns and cent/dollars per case
- Standard Internet tracking, e.g. CTR on online ads, webinar attendance tracking
- SURVEYS
- Surveys Web Hits
- Surveys, Analytics, Research, Click-throughs, web tracking
- Surveys, focus groups, trends vs. Analytics
- SURVEYS; PERCEPTION TRACKING
- TOTAL LEADS (CONTACTS FOR SALES TO FOLLOW UP WITH) TOTAL CONVERSION
- (CONTACTS WHICH BOUGHT)
- TRACK # PROSPECTS GENERATED & # SALES/NEW ACCOUNTS
- Track referral sources
- TRACK RESULTS OF SALES FROM TRADE SHOW LEADS
- Track source of leads

- Trade Shows-sales generated from leads-telemarketing-sales to targeted groups
- Unique landing pager, clicks, leads#, etc.
- UNIQUE PHONE #, EMAIL ADDRESS OR WEB SITE LANDING PAGE FOR ALL TO ACTION
- USE INTERNAL PROGRAM THAT TRACKS LEADS AGAINST SALES ACTIVITY
- USE MEDIA BUYING AGENCY (TRPS)
- USE PROMOTIONAL CODES-EX. LOAN SPECIAL PULL REPORTS FROM OUR
- MEMBER DATABASE AND COMPARE #S BEFORE AND AFTER THE PROMOTION
- VERY DIFFICULT WITH PRINT ADS
- VIA offers imbedded in the ad, or code numbers
- Volume changes; Community perception analysis; market share analysis
- WE ASK THE CUSTOMER
- WE TRACK AT WEB PROMOTIONS
- WE TRACK REPLIES VS. # OF DIRECT MAIL PIECES OR SAMPLES SENT.
- We use Excel, keep track of leads, closed leads from medical
- WEB ANALYTICS & LEAD TRACKING
- WEB HITS, CLICK THROUGH RATES, REQUESTS FOR INFO, CALL IN RATES
- Web statistic programs for internet; CRM updates for all direct marketing; leads of
- Sales generated from adv/buyer's guides
- WEB STATS TO SEE IF CAMPAIGN GENERATED INCREASE IN TRAFFIC
- Web, trade show, advertising leads are all tracked and recorded in CRM database. Google Analytics.
- WEBSITE HITS, TRADE SHOW LEADS
- WHEN INFO REQUESTED ABOUT PRODUCTS AND/OR WHEN
- QUOTES REQUESTED THE CALLER OR EMAILER IS
- ALWAYS ASKED HOW THEY HEARD ABOUT OUR PRODUCTS
- & IT IS NOTED ON INQUIRY FORM;
- ADS, WEBSITE, MED MTG; ETC

- WHEN OUR BANK TELLERS OPEN NEW ACCOUNTS, WE ASK HOW THEY
- HEARD ABOUT US

DO YOU SOMETIMES INCORPORATE PROMOTIONAL PRODUCTS (I.E., IMPRINTED MERCHANDISE GIFTS OR PREMIUMS AND INCENTIVES) INTO ANY ASPECT OF YOUR ROLL-OUT?

	Frequency	Valid Percent
Yes	139	70.6
No	58	29.4
Total	197	100.0

FOR WHAT PURPOSES DO YOU USE PROMOTIONAL PRODUCTS? ***[PLEASE CHECK (✓) ALL THAT APPLY]***

	N	Percent of Cases
Roll out announcements	72	49.0%
Trade shows	105	71.4%
Dealer/retailer incentives	35	23.8%
Sports or community events	42	28.6%
In-store free gifts or incentives	37	25.2%
Other	25	17.0%
Total	316	215.0%

Will add up to more than 100% because respondents could check all that apply.

Other responses specified:

1. Ability to sustain long-term exposure or impression
2. At account opening to reinforce brand
3. BRANDING IN COMMUNITY & DONATIONS
4. Christmas and Thank you gifts
5. CONSUMER SLP'S
6. Customer gifts
7. Customers and mfrs
8. Direct mail stuffer
9. DONATIONS
10. Gifts
11. GIVE AWAYS
12. GIVE TO CUSTOMERS ON SALES CALLS
13. Give to referral sources
14. Giveaways
15. Goodwill for the Company
16. INCENTIVES FOR HEALTH SERVICES/SCREENING
17. Loyalty Program
18. SCHOOLS
19. SNAIL & EMAIL
20. SURVEY RESPONSES
21. TO KEEP OUR COMPANY IN FRONT OF OUR CUSTOMESR THINKING
22. TO PROMOTE AWARENESS OF OUR E COM STORE
23. USER CONFERENCE

24. Wellness promotions in house

PRICE-POINT FOR FREE IMPRINTED GIFTS	Frequency	Valid Percent
Less than $5	105	73.4
$6-$10	26	18.2
$11-25	10	7.0
More than $25	2	1.4
Total	143	100.0

PRICE-POINT FOR PREMIUMS AND INCENTIVES	Frequency	Valid Percent
Less than $5	23	24.7
$6-$10	27	29.0
$11-25	22	23.7
More than $25	21	22.6
Total	93	100.0

HOW EFFECTIVE DO YOU PERCEIVE PROMOTIONAL PRODUCTS TO BE FOR ACCOMPLISHING WHATEVER OBJECTIVES YOU MAY HAVE?

	Frequency	Valid Percent
Very effective	6	4.1
Somewhat effective	98	66.2
Somewhat Ineffective	36	24.3
Very Ineffective	8	5.4
Total	148	100.0

DOES YOUR COMPANY OR ITS AGENCIES UNDERTAKE MARKET-TEST RESEARCH BEFORE COMMITTING TO A NEW BRAND/PRODUCT/SERVICE ROLL-OUT?

	Frequency	Valid Percent
YES	90	46.2
NO	105	53.8
Total	195	100.0

IF DO UNDERTAKE MARKET-TEST RESEARCH, DO YOU GIVE INCENTIVES OR REWARD PARTICIPANTS IN THIS RESEARCH?

	Frequency	Valid Percent
Yes	42	47.7
No	46	52.3
Total	88	100.0

TYPICALLY WHAT WOULD BE SOME TYPES OF THESE INCENTIVES OR REWARDS?

1. Cash
2. $100 cash
3. $100 CASH
4. A DOLLAR BILL FOR EVERY MAILED SURVEY; MULTIPLE GIFTS FOR IN HOUSE FOCUS GROUPS
5. A PER DIEM PLUS A MEAL TO ATTEND NEW PORDUCT FOCUT GROUP;CAMO CLOTHING (OUR CUSTOMERS LIKE TO HUNT AND FISH)
6. CASH
7. Cash (i.e. $5 for responding to a survey)
8. Cash for participation in a survey or focus group
9. Cash if face to face or CLT online-part of response panel program
10. CASH; PRODUCT DISCOUNTS, BRANDED MERCHANDISE
11. Cash=$50-75
12. Change card credit
13. DINNER FOR FOCUS GROUP PARTICIPANTS
14. DISCOUNT ON PURCHASE OF NEW PRODUCT
15. EARLY TAKER DISCTS
16. Focus Group Participants; remuneration
17. Focus groups - $ for attendance; free coupons to returned questionnaires sent out!
18. Free product trials; discounts on purchases
19. GAS CARDS, DINNER CARDS
20. Gift cards
21. Gift cards
22. Gift cards; product discounts
23. Gift cards; wearables; free products; donations to charities
24. IF A TEST SITE WANTS TO BUY OUR NEW MEDICAL DEVICE WE OFFER A DISCOUNT PRICE FOR PURCHASES FOR HELPING WITH OUR MEDICAL TESTING
25. ITUNE CARDS; GAS CARDS; CASH, T-SHIRTS
26. Middlebury money-gift certificates; time off
27. MONEY
28. Money, Samples
29. Offer current clients deep discounts to try new solutions; offer new solution free to Beta sites who agree to test new solution; $50 Amex to each prospective client willing to be interviewed for new product concepts.
30. Payment, traditional techniques

31. Promotional items; Gift Certificates
32. RESEARCH AGENCY PROVIDES PARTICIPANTS WITH POINTS THEY CAN SAVE & COLLECT FOR PRIZES
33. Sponsorships; sale price-introduction offer
34. STARBUCKS GIFT CARDS, AM EX GIFT CARDS
35. STARBUCKS GIFT CARDS, OTHER RETAIL GIFT CARDS, T-shirts; clothing
36. We pay people to come to focus groups and provide transport, vouchers and childcare.
37. We sometimes offer gift certificates or draw for prizes for participants

HOW LONG IS THE TYPICAL GESTATION PERIOD (PLANNING, AGENCY CONSULTATION, MEDIA BUYING, COPY/ART PREPARATION, PREPPING DEALERS, RETAILERS, SALES FORCE AND EMPLOYEES) BEFORE LAUNCHING A NEW BRAND/PRODUCT/SERVICE?

	Frequency	Valid Percent
LESS THAN 3 MONTHS	40	21.3
3-6 MONTHS	76	40.4
MORE THAN 6 MONTHS	45	23.9
VARIES -NOTHING TYPICAL	27	14.4
Total	188	100.0

JOB TITLE

	Frequency	Valid Percent
MARKETING: -VP, EXEC VP, DIR,MGR,ADMIN	133	69.3
CEO/PRES	29	15.1
COMMUNICATIONS: VP, DIR, MGR, PR	7	3.6
OTHER VARIED: E.g. Brand manager, product dvlpt mgr	12	6.3
SALES: VP. Dir, Mgr etc	11	5.7
Total	192	100.0