***Premiums & Ad Specialties***

**Premiums and Ad Specialties, in my own words, are methods of advertising your business, product, or service by means of small item giveaways in an attempt to promote said business, product, or service. Generally, items such as writing utensils (pens and pencils of all shapes, sizes, and colors), calendars, business cards (w/incentives), bags, key chains, or clothing with their logos are the methods in which most companies use in promoting their products via Premiums and Ad Specialties.**

**Some ADVANTAGES of PREMIUMS AND AD SPECIALTIES are:**

1. **Exposure**
2. **81% of people keep the item because it is useful**
3. **These same people expose your message to a very large number of people, (everyone around them who are inclined to notice the pen they are using)**
4. **Cost**
5. **The Advertising Specialty Institute reports the average cost per exposure is**
6. **$.0004, magazine ads…**
7. **$.033, and television costs…**
8. **$.019**
9. **Huge discount on purchases of 1,000 pens with your name and contact information as opposed to purchasing only 100 at a time**
10. **Incentives**
11. **Free t-shirts to new customers**
12. **Thumb drive with your logo instead of a discount on their next order**
13. **Water bottle with your logo and/or contact information**

**Some DISADVANTAGES of PREMIUMS AND AD SPECIALTIES are:**

1. **Targeting your market is difficult**
2. **Can be inappropriate medium for some businesses**
3. **Possibility of saturation in some items and audiences**
4. **Longer lead time in developing the message and promotional product**
5. **Wrong choice of product or poor creativity may cheapen the image of the advertiser**

**AIDA MODEL:**

***ATTENTION* – Giveaways are Always an attention getter. Everyone is willing to take a free item whether it has a logo on in or not.**

***INTEREST* – occurs when the consumer receives the giveaway and curiosity is implemented. Questions pertaining to the product will hopefully follow.**

***DESIRE* – The simple fact that you are willing to “give away” some small items will/should/may create the desire for the potential consumer to believe that they really need to have said product.**

***ACTION* – is the result of how well the previous 3 (A, I, & D) effect your potential new customer. If there is not an Attention aspect, there can be no Interest created, whereas no Desire is infused, resulting in no Action being taken (i.e., no sale!)**

**This media, Premiums and Ad Specialties, are frankly best at reaching all audiences. Depending on the business/product/service in question, all aspects of the marketplace come into play because this form of media is all around us. Its methods are widely accessible and public.**

1. **As far as pertaining to the Western Marketing Program, I believe that…**
2. **all target markets (high school students, transfers, and nontraditional) can be, and are greatly influenced by the Premium and Ad Specialty concept of advertising. This media, as I said earlier, is widely accessible and public.**
3. **an effective type of messaging would be to order a thousand pens and/or pencils and give them away at all of the events that Western sponsors. Events like the upcoming DECA Easter Basket Raffle, Viterbo Community Health Fair, Arbor Day Celebration, and any other event that involves the public.**
4. **they could use the same tactics to recruit high school students throughout the year in order to influence them to attend WTC. Granted pens and pencils are a simple thing but remember, TC’s name and logo (or whatever info they choose to put on them) are displayed on them and, hopefully, serves as a visual reminder that Western is a definite possibility.**

**BIGGEST SURPRISE?**

**The thing that I found most surprising about Premiums and Ad Specialties is that they are not the same.**

**PREMIUMS come with strings attached; you must do something to earn this reward.**

**SPECIALTIES, no strings attached; you receive it because of who, and where you are.**

**BIGGEST MISCONCEPTION?**

**The thing that I found the most misleading about Premiums and Ad Specialties is that the promotional products are not as effective as other marketing mediums.**

**Studies show that 88% of people recall the advertiser name when given an item,**

**53.5% remember the name from a print publication they read in the past week.**

***ATTENTION:* RECEIVE A *“FREE”* 18 HOLE ROUND OF**

***KICK-a-BEAR Kro-kay* Golf**

**in Historic La Farge, WI – where the KICKApoo river meets BEAR creek!**

**Simply go to** [**www.tonybee-lek.com**](http://www.tonybee-lek.com) **and tell Tony that you read this URGENT *AD SPECIALTY!!!* (Tell all of your friends to do the same!)**

**CREDITS:**

[www.rayjutkins.com/baker/baker27.html](http://www.rayjutkins.com/baker/baker27.html)

yourbusiness.azcentral.com/advantages-specialty-advertising-7735.html

https://www.linkedin.com