



## The Trend

## #Food Gifts

➔ Now that the holiday selling has begun, the last thing you want your clients to do is to leave gift-buying to the last minute. While it can be difficult to find time to brainstorm the best way for clients to please everyone on their holiday gift lists, there is an option that can put a smile on everyone's face: food. Whether it's figgy pudding or pumpkin pie, edible gifts and the holidays go together like Santa Claus and his elves. And even better? The promotional options for food gifts put figgy pudding to shame. There's no better way to wrap up a profitable business year than with a gift that truly says "thank you," and one that recipients will truly appreciate (especially when they're dealing with the classic holiday stressors like family reunions, flight delays and gift-wrapping).

Food gifts are a dependable gift at any price point, and every target demographic—from millennials to CEOs—goes crazy for confectionary delights. Whether it's candy, cookies, pretzels or popcorn, there's something for those with a sweet tooth and those who crave something salty. To help you get started, we've rounded up gift suggestions recipients will love.

### 1. Standalone Food Gifts

The perfect option at a very reasonable price point, standalone food gifts put the

spotlight on decadence. Whether your clients are nonprofits, large-scale companies or universities, personalized food gifts are sure to keep their branding and messaging top-of-mind for their very important circle of customers. Popular items include sea salt caramels, dark-chocolate-covered pretzels and cookies. Your client's logo and/or holiday message can be imprinted on the gift box or on a customized card that can be inserted in the box.

### 2. Drinkware Sets

If your clients are looking for a different angle on edibles, consider a gift basket designed around coffee or hot chocolate. These items can endure lengthy shipping, and it's easy for the recipients to take them home to enjoy with their loved ones. Combine coffee and hot chocolate gifts with a beautiful branded drinkware product, and the gift's reusability increases infinitely. That way, your client's branding will continue to receive attention even into the new year.

### 3. Combination Gifts

For those looking to take their gift-giving up a notch, the food gift can be a key player in a large gift set featuring a variety of branded promotional gifts. If your client is looking to display its branding in multiple locations, a gift set that includes a journal, plush bear or ceramic mug is the perfect solution.

- Millennials are more likely than other generations to snack four times a day, while 94 percent of Americans snack at least once a day.

- Research indicates dark chocolate reduces brain inflammation and boosts blood circulation, which Research and Markets attributes to why the dark chocolate market will reach \$57 billion by 2022—a 9 percent increase.



Tuscany™  
Notebook,  
Teddy Bear &  
Popcorn Set



Fascia's 8 oz. Sea Salt  
Caramel



Tuscany™  
Tumbler &  
Godiva®  
Deluxe Gift Set

# The Trend

• Teams are favoring trendy arena giveaway promotions—fidget spinners, LED products and cooling towels—as well as commemorative items—T-shirts, statues and lapel pins—that tie in with memorable moments or players in the team's history.

• With the NBA allowing jersey ads for the first time this year, look for sponsors such as Disney, Goodyear and Stubhub to promote their team connections with an array of promotional items including replica jerseys.



## #Winning Basketball Promos



With pro and college basketball practices having started in September, and the NBA season tipping off Oct. 17, fans will be treated to slam dunks, alley-oops, halftime performances, and, of course, awesome promotional products. Branded basketball promotions are popular at every level, and with the right knowledge of sales opportunities, your clients can win big. To take advantage of this popular pastime, check out these ideas for inspiration.

### Team Sponsorship

If your client is looking to promote its affiliation with a team, suggest a cobranded promotion. It's a great way to get your client's name in front of tons of fans, and the sponsor will increase brand awareness and promote its relationship with the team. If the client chooses to go this route, the company can participate in game-day giveaways, which fans are sure to go crazy for.

In terms of specific product ideas, rally towels are team favorites because they can be used on game day, helping enthusiastic fans to cheer on their team. Additionally, a rally towel is a great branding opportunity for any business because a company's logo might even be visible on television. After the season is over, fans will again be reminded of the sponsor-team connection when using the towel for athletic activities. Other popular items include hats, drinkware, T-shirts and bobbleheads.

### Basketball Camps

Basketball summer camps are increasing in popularity for young athletes. For example, the Golden State Warriors Basketball Camp brought in more than 3,400 campers, according to the NBA. Those camps need promotional items. Just imagine the promotional value created by having thousands of campers wearing T-shirts with the camp logo in school or on the playground court.

For a tried-and-true idea, a basketball-shaped backpack is a three-pointer. It features a large space for the camp's imprint, and it's a functional promotion that the campers can use while camp is in session and continue to use for the school season. Additionally, T-shirts and basketball-themed fidget spinners continue to be fan favorites that campers can use throughout the year.

### College Bookstores

Because licensing exists at the college level, you will need to follow university licensing guidelines in order to have an opportunity to sell items imprinted with the university logo at the college bookstore. And, with the student store open all year, these branded products can pay off in dividends for your clients. Winning product ideas include anything from basketball-themed spinners to beanies, T-shirts and sweatshirts.

**Basketball Stress Reliever**



**GameTime!® Drawstring Backpack**



**Rally Towel**



**GameTime!® Spinner - Basketball**



**7" GameTime!® Plush Bear**





## The Trend

- Colds may be more than 100 times more likely to be transmitted in flight, according to *Journal of Environmental Health Research*. For this reason, regular business travelers are now taking more precautions to protect their health.
- Business Travel News cites the average cost of a business trip as \$319 daily plus a \$487 flight. With the average business trip lasting three days, an under-the-weather traveler could cost a company \$1,444, but more importantly, missed business opportunities.

# #Healthy Business Travelers

→ We all know the sinking feeling of waking up the day after a flight with a stuffy nose and a sore throat. What's even worse is that now you've got to endure a day full of meetings and corporate networking events when you just want to be in bed watching Netflix. Before you know it, your whole team is sick, and the endless cycle of cold and flu season continues.

Many people think that getting on a flight is an automatic prescription for a cold or flu, but the truth is that there are ways to protect yourself. With promotional antibacterial and health-focused promotions, your client could provide the immunity boost business travelers need. Keep reading for three applications where health and wellness promotions are in high demand.

### 1. Corporate Meetings

When meeting planners are putting together the finishing touches on meetings, it can be easy to let the accompanying promotional products slip through the cracks. However, if you remind your clients that alcohol-based hand sanitizers are, according to Live Science, "tremendously effective in preventing the spread of the seasonal flu, H1N1, colds and other viral- and bacterial-based diseases," they'll be motivated to supply these to attendees in welcome packs. The hand sanitizer market is projected to reach \$1.6 billion in sales, according to Global Industry Analysts Inc., so there's no shortage of demand for the product.

### 2. Trade Shows

Because trade shows bring in thousands of attendees, the possibility of coming into contact with the cold or flu virus is

amplified. Attendees will truly appreciate branded giveaways, like pocket hand sanitizers and antibacterial wipes. Pair these with lip moisturizers and tissues, and your client's booth will be a one-stop-shop for personal care products that attendees will use even after the trade show.

### 3. Staying Healthy on the Road

Between close contact on an airplane and interrupted sleep that jet lag brings, travelers' immune systems are more compromised when travelling. Thankfully, your clients can help to get them back on track. According to the BBC, being fit and active cuts the risk of developing a cold by nearly 50 percent. Plus, each fitness session can boost immune system function for a few hours, so consider giving travelers fitness bands or jump ropes that will encourage them to exercise while on the road.

Getting enough sleep also is extremely important. According to *The Washington Post*, those who sleep six or fewer hours a night are four times more likely to catch a cold than those getting at least seven hours. Gifting travelers with spa kits, cozy slippers and lavender-scented goodies can help them overcome the challenges of getting a good night's sleep.



Spray Hand Sanitizer



B-Active Fitness Band



Exercise Band

# Presents with Presence

By Rose Mikan, Creative Director

→ Expressions of appreciation are as natural to us as any other essential element for comfort; in essence, we all love giving and receiving. A message of gratitude demonstrates the unique relationship, bonding the sender and recipient. Narrowing the choice to meaningful requires knowledge of the recipient combined with the sender's true intentions. A business gift should still feel personal. Generosity has a wider scope beyond dollar value as the quantity of gifts increases.

Answering a few basic questions when beginning the process helps to define the choice of gift. How diverse is the group age bracket? Are your recipients mostly male or female, or do you need a unisex gift? What type of impression are you hoping for—long lasting or an instant wow factor? Is one type of gift going to work for the whole group, or would breaking them into segments be more beneficial? Is there a specific point to the gift? Is it to show appreciation, dedication, dazzle, influence, generosity, an award or something to share or communicate aspects of your business?

Should this gift be personalized? Can you give a promotional present without looking like you're thinking about the return on your investment? Will your gift cultivate a meaningful, tangible experience?

These days, I think that gifts have great impact if they are somewhat playful and capture a youthful appearance. I think that bringing out a little bit of whimsy, mixed with sophistication, can have a wow factor, a lasting impression and be on trend. Do you want to say it with modern tech or perhaps a nice grouping of traditional items that maybe creates a more social feel? Do you want to create a warm message with a blanket or something to wear?

With colorful printing techniques so affordable, dressing up your package with bright colors and magnificent graphics can make even a simple, practical gift create a feeling of joy even as the box is being opened because your branding is disguised as wrapping and not just marketing. If using the gift-giving season as a traditional marketing strategy each year is part of your plans, you will be able to create a sense of anticipation and comfort while keeping your corporate messaging top of mind. Having a theme that expands and transcends from year to year is a very powerful way to enhance any professional relationship.

Nowadays, even the most harried last minute gifter can find an amazing creation and still manage to be timely. Here's hoping everyone has a fabulous holiday season!



1

Tuscany™ Heathered Knit Beanie



2

Strand™ Slim Executive Charger

## #TOP 5 ON THE WEB

3

15 oz. Campfire Mug



4

PromoSpinner™ Snowman

5

Bella+Canvas® Sponge Fleece Full-Zip Hoodie

