



## The Trend

## #Fidget Spinners



The train, the park, the car wash, the library—it seems like everywhere you go lately, there are fidget toys for miles. News outlets are reporting that fidget toys can ease stress, promote productivity and improve memory. Even *Forbes* ranked the fidget spinner as the No. 1 office toy for 2017. And, a product called the Fidget Cube raised \$6.4 million on Kickstarter.

The fidget spinner's success can be attributed to its simple-to-use application, and its endlessly entertaining potential. Instead of standing around and waiting for class to start, or the bus to board, or the dentist to see you, consumers can spend a few minutes channeling different areas of their brains. It's a "bored" game everyone can get behind!

The potential customers for fidget spinners may not seem obvious, but you can check out these markets for inspiration.

### 1. Cycling Studios

Cycling studios are a natural extension of the fidget spinner because they have one thing in common: spinning. Branded fidget spinners remind patrons of class offerings, so the studios will see class sign-ups spike.

### 2. Summer Camps

A surefire way for a summer camp to stand out and get attention at a camp fair is to

use fidget spinners as a giveaway for prospective campers. This will help them keep their name in front of the audience that matters most—the kids. A reunion is another perfect opportunity for a camp to hand out fidget spinners as a means to generate goodwill with returning campers and reward them with the season's hottest toy.

### 3. Trade Shows

While everyone loves free pens and tote bags, fidget spinners are unique products that can grab trade show attendees' attention from a distance. Many people laud the items as diversions for children, but adults also have found them spellbinding. Their ubiquity is a foolproof reason for giving them away at trade shows, with booth traffic sure to soar. Booths with appealing signage and workers showcasing the spinning objects would certainly attract fixated onlookers as well.

### 4. Casinos

A fidget spinner promotion is not a gamble thanks to its immense popularity. The odds are that casinos will hit the jackpot with spinners by teaming up with travel companies (i.e. airlines) to promote their slot machines and other casino games, by hawking them in gift shops and by distributing them to older adults to help them pass the time during bus charters to and from the casino.

- Marketers and consumers use social media, particularly YouTube videos, to fuel interest in products like the fidget spinner.

- Fidget spinners are the fastest growing product online ever, with 2,000 percent growth over a three-month span, reaching \$25 million in online sales, according to 1010data.



PromoSpinner™ Turbo-Boost



PromoSpinner™ Turbo-Boost Multi-Color



PromoSpinner™ Light Up

# The Trend

- Millennials have become such vital contributors to the retail sector that within three years, they will collectively spend \$1.4 trillion annually and account for 30 percent of total retail transactions.
- Millennials have come to dominate discussions concerning how to market technology products, notably smartphones, with 87 percent of them constantly keeping them by their sides, according to Zogby Analytics.



Bluetooth® Folding Headphones



USB Flex Light 4 Port USB Hub



20 oz. Double Wall Tumbler with Vacuum Sealer



LED Flashing Armband



Fruit of the Loom® Sofspun® T-Shirt



## #Millennials



Who are millennial customers? And what do they really want? Businesses everywhere have posed this question and brainstormed about it ad nauseam, as the millennial customer continues to dictate trends and spending habits. According to Accenture, the roughly 80 million millennials in the U.S. spend approximately \$600 billion on shopping. Doesn't that seem like a number your business wants to be a part of?

But, predicting what millennials want can be a challenge for businesses. Millennials gravitate toward individuality, all-around wellness, adventure and, most of all, inspiration. Millennials are always looking for ways to spark inspiration and drive personal growth.

If your clients want to engage millennials, suggest these promo ideas, and their business will reap the benefits of the generation's million-dollar spending habits.

### 1. Tech Accessories

It's no secret that millennials value their smartphones and laptops above every other possession. They increasingly rely on them for business and social obligations, so if your client provides products that maximize their devices' potential, you'll be a hero. Tech ideas include Bluetooth® headphones and earbuds, USB hubs and power banks.

### 2. Drinkware

Millennials are always on the go. Most of their days are spent dashing back and forth from the office, to the coffee house, to the gym and, finally, to their group hangouts centered around Netflix binge-watching. They love products that move with them, and reusable drinkware is a generational favorite. Suggest your clients use branded drinkware promotions, and millennials will give their message exposure wherever they go.

### 3. Health and Wellness Items

Millennials are lacing up their running shoes, toting around yoga mats and visiting the smoothie bar. They love health-related items, like workout gear, fitness trackers and hand sanitizers, because they enable them to reach their health goals. Take advantage of this trend, and millennials will appreciate that their well-being is important and become a loyal customer.

### 4. Apparel

The logoed T-shirt is enjoying a resurgence among millennials. From concert tees to charity 5K shirts, millennials love wearing unique apparel that showcases their interests. Apparel is a tried-and-true product idea among millennials, and a great opportunity to take advantage of a walking promotion for your business.



## The Trend

- In response to an uptick in mobile transactions, financial institutions are betting big on tech-themed promotions.
- Banks with less than \$5 billion in assets spent the largest share of their promotional budgets (32%) on giveaway items, according to the American Bankers Association Bank Marketing Survey Report.

# #Financial Promotions



Money might talk, but promotions are the true power broker of the finance world. While the financial sector limited spending during the recession, the financial market post-recession is doubling down on promotional products as a creative way of attracting new customers, and if you know what to offer them, it's your business that will be cashing the checks.

Between credit unions, private banks and investment companies, the financial sector is the third-biggest buyer of promotional products with sales of more than \$2 billion annually. Most of these businesses tend to re-order promotional products regularly, so once you attain the attention of one client, your business cycle will continue to prosper and grow.

Financial institutions are always looking to increase brand awareness, so promotional products that lend themselves to daily use are hot commodities, and these product ideas are right on the money.

### 1. Tech Products

Consumers are keen on keeping track of their financial investments. Therefore, those who safeguard those stakes must always remain connected to their customers not only through statements and reports but also tried-and-true conversations and exchanges. Suggest financial clients invest in power banks, mobile device pockets and USB hubs, so potential customers will know that their money is in the right hands.

### 2. Themed Gifts

Whether a credit union is introducing a promotion or a bank is hosting a community event, finance-themed gifts are always a good choice. Customers love branded piggy banks, logoed journals or even dollar-sign stress relievers. These products are great ways to keep your financial clients top-of-mind with new and existing customers, and they speak volumes about how your clients can brainstorm creative solutions.

### 3. Drinkware

Drinkware remains a top-selling product for the financial world because it can be used in so many ways. From branded coffee mugs to reusable sport bottles, drinkware promotes brand awareness everywhere prospective clients go.

### 4. Pens

Writing instruments continue to reign supreme in the financial sector. Whether signing checks or closing an investment, customers always need great pens, and wouldn't it be great if the one they used for all these important moments displayed your client's logo?

Tuscany™ Executive Charger



Piggy Bank



11 oz. Color Karma Ceramic Mug



# Working the Balance Between Trending and Classic

By Rose Mikan, Creative Director

→ Glancing at both physical and virtual environments, I find a nice blend of traditional and vigorously innovative elements. This prompts me to question when does something transcend from ordinary to classic or trendy to classic? Good fashion looks relevant from year to year—sometimes with a little gap in between—and pairing something current with something classic can be the most provocative ensemble.

Many popular franchise restaurants' menus are filled with classics. While those are inevitably the best sellers, it would be so boring if they did not include some completely new concepts and combinations from the present.

Baseball, challenged by other sports and newer standards, has held on to its traditional look and appearance while football and basketball players have been leaders in trending values and presentation, commanding more attention across greater demographics. Examples are the changing uniforms, hairstyles, visible tattoos, open expressions of joy and dancing on the court or field.

**Classic:** Judged over time with recognized and established value. **Trending:** Up to date with influence on popular culture.

I believe that a classic has certain standards to maintain even if it is being evolved and replicated. Don't change the quality as it is always about the survival of the fittest. Update the colors, but don't replace the traditional. Keep a similar price point that is part of the identity. But when is classic confined by nostalgia or sentimentality, or when is trending confined by fads or short-lived enthusiasm?

Can something linger for decades and then finally become a neologism or does it need to occur fairly quickly to be validated by the masses as worthy? It seems nowadays the footprints left behind have the ability to be rediscovered. Being overlooked on first pass isn't necessarily the definitive end, especially now when everything is more easily retrieved.

Internet memes are both good and bad for the new and the old. Exposure reinforces an existence that has influence. "Any press is good press" and "Imitation is a form of flattery," as they say. For instance, Rubik's® Cubes are now iconic, classic playthings that swept the globe into a frenzy upon their 1980 debut. There are countless memes about Rubik's® Cubes, and their intrinsic relatability continues to be celebrated by new generations. The intense speed at which the cubes were marketed had its share of shortages and mad scrambles to acquire them at first, safety concerns with the moving parts, and other issues.

Will the fidget spinner's popularity also transcend to classic one day? What milestones will it have to achieve to be iconic? Or, has it already achieved this status and will be associated with other classic toys decades from now? There is already such a love-hate relationship for them with the public. Side by side, these items create a wonderful balance between trending and classic. In fact, performing a function that can survive amongst several very diverse histories and attitudes allows for the migration to shape their story.



1

Emoti™ MopTopper™ Pen



2

Non-Woven Cubic Lunch Bag with ID Slot

## #TOP 5 ON THE WEB

3

Bella+Canvas® Racerback Cropped Tank



4

Tuscany™ Luggage Tag

5

Cube Lip Moisturizer

