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#SOCIAL MEDIA

Trends: 80 percent of audiences prefer watching live video as opposed to reading a blog, according to Livestream. And, as social media channels continue to sign exclusive partnerships to provide live content, they will use promotional products to spread the word.

Social media—either you're on it, or you're considered out of touch. In fact, according to GlobalWebIndex, internet users have an average of seven social media accounts. From Facebook to LinkedIn, social media has become the highway for news, reviews, personal updates, job recruitment, product development and more.

With each social media service standing strong as its own entity and marketing powerhouse, it's no surprise that each channel is looking for ways to boost engagement and new users every day. As a result, the current strategy has evolved to social media brands engaging users with promotional products and exclusive services, and that's great news for your business. Read on to see how different social media channels are using promotional products to promote their brands.

Snapchat

While Snapchat has long been the king of the filter, its most recent foray into promotional products proved to be a huge success. In February, the company opened Snap Store, where it sold branded items like T-shirts, plush toys, coffee mugs and backpacks. The merchandise promoted community engagement, drove brand loyalty and increased prospective user awareness.

STRETCHY MOBILE DEVICE POCKET



PL-1331

Facebook

While Facebook has made its branded merchandise exclusive to employees and their guests, the company has run branded campaigns through its partnership with Major League Baseball. Now that the organization is live-streaming games through Facebook, the two have worked together to promote the Facebook Watch service with branded items.



PLAY VIDEO

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Twitter

Not only did Twitter increase its character limit, it also teamed up with Live Nation to host exclusive live concerts on the social media interface. To get the word out, Twitter and Live Nation used music-themed products.

MARKET SURVEY

50%

of millennials use the internet to research products before purchasing
-MarketingSherpa

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WHATS TRENDING NOW

Trend: MeetingsNet found associations are looking for ways to increase millennial and Gen Z membership; Promotional Products Association International found that millennials are most likely to take action when physically given a promotional product versus seeing a printed advertisement.



BOUND STRAND™ SNOW CANVAS JOURNAL

LT-3958



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#ASSOCIATIONS

There's no shortage of associations in the world, which is why it's more important than ever that an association takes steps to make itself stand out to prospective and long-time members. One of the best ways to increase enrollment and promote name recognition is to enlist the power of promotional products. Distributors working with associations should suggest branded items to ramp up marketing efforts in the following areas.

Recruitment

One of the most important aspects of the association is, of course, the recruitment process. For recruitment events and outreach, branded items like T-shirts, drinkware and tech products (phone wallets, USB drives and Bluetooth® speakers) are effective ways to grab the attention of prospective members. With eye-catching logos, these products can build awareness and drive an association's messaging to the right audience.

Meetings and Member Gifts

For associations to host successful business events, it's important to pay close attention to promotional products. Meeting attendees will enjoy receiving exclusive branded items like journals, writing instruments, drinkware, and spa and relaxation gifts. Distributors should also ensure associations take advantage of branded badge holders for member attendees.

In addition, associations use promotional gifts as a thank you for attending a meeting. Tech items and tote bags are fan favorites.

MARKET SURVEY



Professional Associations



Charitable & Philanthropic Organizations

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-IRS Data Book

LG-9285



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15 OZ. CAMPFIRE CERAMIC MUG



CM107

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Trend: According to Promotional Products Association International, the growing health and wellness market is having a direct effect on drinkware trends, with more customers looking for reusable drinkware options to promote a healthier lifestyle and eco-responsibility.

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#DRINKWARE

From college students to yoga teachers, everyone is in need of a dependable drinkware product. This summer, the always-evolving drinkware market is getting a warm weather update, and if distributors know the right markets to set their sights on, they'll reap the rewards. Here are some ideas to tap into.

Eco-Friendly Options

More and more consumers are committed to helping the environment, and an easy way to contribute is to switch from single-use to reusable bottles. For promotional distributors, this means it's time to showcase eco-friendly options that help reduce waste and protect the environment.

Traditional Markets

When it comes to drinkware, certain markets offer great opportunities for selling. Outdoor event and meeting organizers are looking to incorporate drinkware. Members want to receive branded drinkware from their favorite fitness center. Students love showing their school spirit with university-branded bottles. Additionally, youth sport fundraisers aim to increase awareness for their organizations, and branded drinkware is the ideal catalyst.

New Markets

With more and more people focusing their attention on hydration goals, there are numerous new markets for distributors looking to dive into drinkware. New bans on single-use bottles in national parks make these locations the perfect outlets for branded drinkware. Employee wellness programs aiming to add incentives can benefit from a drinkware promotion. Coffee houses can generate revenue and brand awareness by selling coffee mugs and insulated tumblers. Lastly, pro sports teams sell branded drinkware in their gift shops and offer sponsors co-branding on drinkware used for game day promotions.

MARKET TRENDS

Half of U.S. consumers who own logoed drinkware use it 2 to 3 times per week, and keep it an average of 7.5 months.

-Advertising Specialty Institute

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Just Add the Fun

By Rose Mikan, Creative Director



So much of any day or pursuit is serious, straightforward, direct, complex and/or simple, but it's not likely to be fun. When is it OK to add some form of fun?

One might ask, "If our product is serious, won't fun diminish its importance?" Maybe not zany fun, but fun disguised as a wrapper or slight distraction can contribute to style or memorability. Emphasis can be generated with color, images or phrases that pop. Fun will smooth the edges of darkness or risk.

“ Adding graphics that inspire a smile to a standard logo placement or statement is a way of generating fun. ”

When you're looking to create action from your communication, fun inspires desire, ambition and possibilities—fun makes things happen.

Adding graphics that inspire a smile to a standard logo placement or statement is a way of generating fun. Or, just include a pen or tech item that features a smile imprinted with your messaging to naturally translate contentment and expressions of well-being.

I believe the answer to "When is it OK to add some fun?" is always!

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3 COOLER WATER-RESISTANT DRY BAG

LT-3045



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