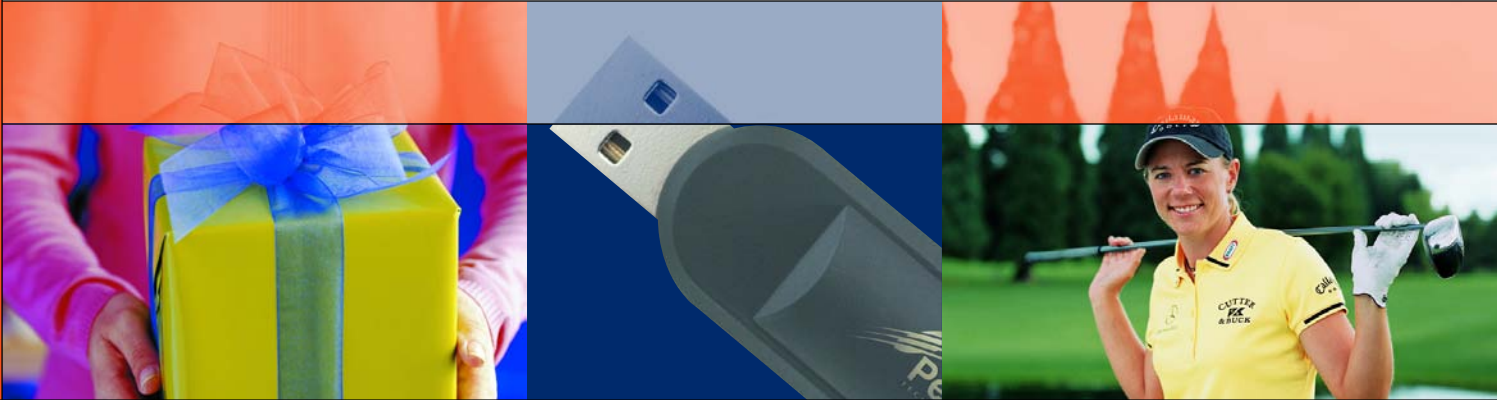


# Promotional Essentials

Winbrook supply chain solutions: products, technology & expertise.



**It's only  
creative  
if it sells.**

**“A small gift is better than a great promise.”**

—German Proverb

Need to motivate your employees to adopt your next “inside-out” initiative? Drive prospects to a relevant landing page on your website? Reward customers for taking your survey? Increase traffic to your trade show booth? Promote your brand?

**We can help.**

## **Five ways we can help your next campaign succeed.**

Successful promotional campaigns take experience, planning and timing. Your program must be carefully integrated with your current marketing tactics and branding. Your budget must be weighed. And you must have clearly defined objectives in place to measure the effectiveness of your campaign.

### **1. We'll help you define your specific objectives.**

Whether the goal is to increase traffic at a trade show exhibit or to boost sales with current clients, the first step in any campaign is to clarify the purpose of the program.

### **2. We'll help you plan the best way to reach your targeted audience.**

Distribution is key to any program's success. For example, a pre-show mailing to a select audience delivers more trade show traffic and qualified leads than simply distributing items to attendees at the show.

### **3. We'll help you preserve the integrity and equity of your brand.**

We understand what's at stake with your brand. We take great care to link your brand in color, design, marks, tone and messaging to all aspects of a campaign, from promotional products to sales sheets to product packaging.

### **4. We can help develop your concept, theme and message.**

We work closely with creative teams, brand managers and marketing teams to develop and support all aspects of the creative strategy behind the campaign.

### **5. We can help you assess and measure your return on investment.**

We subscribe to the adage, “It's only creative if it sells.” Whether you need to drive people to your website, trade show booth or call center, we can work with you to develop ways to measure the impact of your promotional appeals and strategies for subsequent improvement.

**Winbrook**  
Helping you do business, better.™

Start doing business better.

Call us today at **1-800-252-4744** or visit us at **www.winbrook.com**.

# Why Promo?

Winbrook supply chain solutions: products, technology & expertise.

Improve the performance of your next campaign with a little push from promo.

**Promotional product recipients remember the advertiser's name.** A study by Schreiber & Associates (Peoria, IL) showed that 39 percent of the people receiving a promotional product could recall the name of the advertiser as long as six months after they received it.

**Promotional products improve direct mail response rates.** Promotional products, used as dimensionals in direct mail solicitations, can boost response rates by up to 75 percent, according to a study by Baylor University. The use of promotional products can also significantly improve a business' effectiveness in converting leads to sales appointments, according to an additional industry direct mail study.

**Promotional products effectively reinforce employee sales contests.** A Baylor University study of month-long sales contests in retail establishments indicates that contests reinforced by periodic distribution of promotional products were cost-effective and outperformed non-stimulated contests by up to 50 percent.

**Promotional mailings improve response rates to an advertising campaign.** A 1996 study found that promotional product mailings dramatically improved response rates for campaigns involving other media, such as print advertising.

**Promotional products help generate customer referrals.** Customers who receive promotional products are more willing to provide referral leads than customers who don't receive promotional products.

**Introducing four ways to put our promotional prowess to work for you:**

1. Call 978-964-1900.
2. Fax 978-663-6333.
3. Email [promotionals@winbrook.com](mailto:promotionals@winbrook.com).
4. Or visit [www.winbrook.com](http://www.winbrook.com).

Scroll to our Promotional Essentials section.

Click the **GO** button.

Research thousands of items by keyword, product or line name.

Drill down further and search by price range and production time.

Select what you want and put it in your shopping cart.

Review the items in your cart.

Fill in your contact information.

Click **Check Out**.

We will contact you ASAP to discuss all of the possibilities related to the items you selected.

Helping you profit from your promotional programs is just one of the ways we help you do business, better.

**Winbrook**  
Helping you do business, better.™

Start doing business better.

Call us today at **1-800-252-4744** or visit us at **[www.winbrook.com](http://www.winbrook.com)**.