

LECLASP™

YOUR "PERSONAL POSSESSIONS" HOLDERS.

QUAGtum Inc.

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Hello Fundraising Committee Member,

Thank you for your inquiry on our **LeClasp Fundraising Campaign**.

As is the usual with **newbie inquiries**, what follows is a brief the following "who\where\why\what\where" of our company and fundraising campaign:

Who Are We?

In business since 1991 and located in a small community of Chateauguay Quebec (15-minutes west of downtown Montreal), QUAGtum Inc. manufactures the **LeClasp™ KEY** and **JEWELLERY**.

As a one product line manufacturer, we relentlessly researching and developing **NEW market niches** that can **effectively** make use of our unique and practical **LeClasp™ HOLDERS**. So far we are successfully concentrating our sales and marketing efforts for the the **LeClasp™** product line in the **Promotional, Workplace Safety, Sports Safety** and **Fundraising** industries.

Don't hesitate to visit each **Division** for detail information at our www.leclasp.com (www.quagtum.com) websites.

I (Roberto) am the corporate account manager for the Workplace Safety Division.



LeClasp Fundraising Campaign

Introduction - Are You Planning A Fundraiser?

Are you and your group **planning** the fundraiser?



The annual event is gratifying... nevertheless a lot of hard work. **Service groups and businesses** need to be contacted for sponsorship. **Volunteers** solicited in advance to help organize and run the charity event. And **motivated participants** recruited to ask **individuals** to support the group and purchase or receive a fundraiser product for a donation

http://www.quagtum.com/images/Ph/LRes/LRes_2000_BellCall.gif \$3, \$5, \$10, \$15 or more.

Although **any product** could be used to **raise money**, there are, of course, the **been there, done that** fundraiser programs, such as **chocolates** (easy to sell) and **scratch cards** (donors get discount coupons - fast food restaurants, local stores).



http://www.quagtum.com/images/Ph/HRes/HRes_Attaches_to_Lanyards.gif But with today's **obesity epidemic** with **children** (and parents), you and your group **sense of right and wrong** question the choice of a **sugary** and **trans fatty** fundraiser products.

Why not try something different?

http://www.quagtum.com/SalesMktg_CampaignProgram_Fighting_Winter_Elements.htm

A successful fundraiser relies on **individual supporters contributions** and time and again the **local business community** involvement.



Why is **LeClasp™ Key Holder** a good fundraiser
product http://www.quagtum.com/images/Ph/LRes/LRes_2000_BellCall.gif alternative?

Simple... Simple... Everyone **needs** a **useful key holder** (and **effective** "hand-clasped" self-defense device when walking or traveling alone) or a **convenient place to attach jewellery holder** when at the gym or hotel room

The following **steps** will assist you and your group evaluate the **viability** of **LeClasp™** as a fundraiser product for your upcoming fundraiser.

Step #1 - Set A Financial Objective

Plan and organize the **LeClasp™** fundraiser as you and your group have previous fundraisers campaign.



Start by setting a **financial objective** to achieve.

- 1) How much **money** does your group need to raise?
- 2) How many **participants** will be involved in the fundraiser?
- 3) How much **fundraiser product** must each participant sell to reach objective?

For example, 40-group members need to raise \$5500 for the soccer teams trip to the provincial championship. **Or...** sixty-five (65) church members need to raise \$11,000 for the choir trip to Rome, Italy.

Step #2 - Approach Businesses in Your Community

Every year **small, medium** and **large companies** budget thousands to millions of dollars trying to **attract prospective** and **keep current customers** with **advertisements in mass media** (such as television, magazines, radio, local/national newspapers, circulars and billboards) and **promotional product promotions** (business cards, special coupons, giveaway caps, pens, t-shirts, golf balls, etc.).



The **local business community** will endorse your cause if you **put forward** a **cost-effective way** to get their message across.

Simply put, why not offer to actively promote their company products and services DIRECTLY to YOUR LOYAL fundraiser group for a contribution to the cause? That is, you, your group, volunteers,

supporters,

spo http://www.quagtum.com/images/Ph/HRes/HRes_Pants_Loop_Carabineer.gif **sors, donors; and the parents, grandparents, brothers, sisters, uncles, aunts, cousins, friends, neighbors, co-workers, etc.**



Prepare a list of as many **potential corporate sponsors** located on the **main road** and **industrial park** in your town or city.

Introduce yourself and your group and bring up as many reasons to contribute to your cause that, regardless of the sponsorship levels, will benefit the **Corporate Sponsors**, including:

- Marketing presence and name recognition on printed literature and website for their contribution
- Building opportunities and loyalty from group members
- Demonstrate and active contribution in the community and build goodwill
- By networking with as many group members, the sponsor will have direct or indirect access to the leaders in the community
- Invitation or reduced fees for the gala
- Etc., etc., etc.

Remind the **Corporate Sponsor** you and your group are asking for a small percentage of the **ANNUL** sales and marketing budget.

Using LeClasp™ as the fundraiser product, here's is an example of a 3 to 4 Level of Corporate Sponsorship Program illustrating specific benefits inherent in each level:

GOLD CORPORATE - \$2,500 and above

LeClasp™ can be **decorated** with an ad message (logo, slogan, website, telephone #, etc.) in **two (2) locations** - **Front and opposite Back Sides**:



Print on the **Front** side the **group, school, association, foundation, team, church or GOLF TOURNAMENT** logo.



or



Why not share the

spotlight with a 4th "Platinum" corporate sponsor ?



Stack and print on the opposite **Back** side **up to three (3) GOLD Corporate Sponsorship** logos.



Ideal **GOLD Corporate Sponsor candidates** include Fortune 500 companies, large employers in your town, banks, accountants, notaries, real estate agents, restaurants, contractors, dentists, doctors, sports \ grocery \ department \ office suppliers stores, unions, pharmacy, etc.

Additional **sales arguments** to **GOLD Corporate Sponsors**:



In a 3-4 week campaign blitz, participants **hand deliver** the **GOLD Corporate** sponsor "message" and **reach** hundreds to thousands local supporters who will purchase the **LeClasp™** fundraiser product.



Based on **\$3500.00GOLD Corporate** sponsorship and 1000-**individuals** purchasing one (1) **LeClasp™**, the **promotional cost-per-person** is **\$3.50** (\$3500\1000)



If you figure the average **individual** uses his or her **LeClasp™** **16-times per day**, then they'll be reminded of the **GOLD Corporate** sponsorship logos located on the opposite side of **LeClasp™** 5760 times per year. For a basic \$3.50 donation per person, the **LeClasp Cost-Per-Impression (CPI)** is **six-thousandths of a cent per day**.



Spread that out across **LeClasp™** **3-year period recommended replacement period**, and it works out to more than 17,280 impressions, or a CPI of roughly **two-thousandths of a cent per day**. Wow... every-day exposure for less than ¼-cent per day!



SILVER CORPORATE (\$250 - \$1000+)

LeClasp™ standard packaging consists of a presentation-quality **Business Card** poly bag.

As shown below, up to **25 cards\coupons** can be tucked into EACH 3" X 4" size **zip lock** poly bags. (larger poly bags are available!)



*Simply put, you and your group can offer to tuck **SILVER Corporate** sponsors 1) **Personal Business Cards** or 2) **Special Offer Coupons** into the packaging, handed out to every supporter purchasing **LeClasp's**.*



Other **sales arguments** to **SILVER Corporate** sponsors:

- In a 3-4 week campaign blitz, participants **hand deliver** the **SILVER Corporate** sponsorship "business cards or special coupon" and **reach** hundreds to thousands local supporters who will purchase the **LeClasp™** fundraiser product.
- Based on **\$500.00 SILVER Corporate** sponsorship and 1000-supporters purchasing one (1) **LeClasp™**, the **promotional cost-per-person is only \$0.50**(\$500\1000)
- Recipients usually store away business cards in a box\plastic bag or rotary swivel card file box and keep them until the day an electrician, plumber, dentist, etc. is needed for an emergency.
- If you figure the average person will look thru the card file box twice per month, they'll be reminded (sees) the **SILVER Corporate** sponsorship logos on the business cards 24-times per year. For a basic \$0.50 donation per person, the **LeClasp Cost-Per-Impression (CPI)** is only **2¢ per year**.
- Spread that out across a 5-year period, and it works out to more than 120 impressions, or a CPI of roughly an **incalculable four-hundredths of a cent**.
- Wow... every-day exposure for less than ¼-cent per day!



Ideal local SILVER Corporate prospects include (florists, roofers, dentists, hair salon, electricians, plumbers, repair garages, clubs, restaurants, associations, foundations, real estate agents, coffee shops, video stores, local watering hole, beer stores, etc.)

BRONZE CORPORATE (\$75+)

It can take months for most recipients to discover ALL the **LeClasp™** advantages. Don't laugh... For this reason, **LeClasp™** ship with **Instruction Leaflets** **tucked** into the individual **packaging**.

The **explicate text** summarizes the three (3) main features and **directs recipients to the website** for additional applications.

We realize the addition of a **creative tag line** is sometimes the trick to a **successful promotion**. For that reason and as shown below, you and your group can print below the explicate text a **personalized tag line**.

HOW TO USE YOUR MULTI-FUNCTIONAL LeCLASP™



The end to your traditional « key holder » FRUSTRATIONS is finally here!

The patented Multi-Functional LeClasp™ incorporates an ingenious « multi-ring » design that allows you to add or remove **keys** instantly! As Simple As 1-2-3! (see above diagram)

1. Place thumb and index finger on the diagonal lines at the center of your LeClasp™.

2. Squeeze.

3. Add or remove keys at will.

For added convenience, we have equipped LeClasp™ with four split rings that let you GROUP keys into « sets » of 2-6 keys per ring. For example, dedicate one ring to your house keys, another to your work keys, car keys, etc.

IMPORTANT: The modular design allows you to add up to nine additional « sets » of keys. You can also use LeClasp™ to keep valuable **jewelry** from being lost while working or exercising. It's perfect for anyone who needs to remove rings (precious, irreplaceable wedding ring), bracelets, necklaces, and even earrings occasionally or daily. With a simple LeClasp™ squeeze **jewelry** and **keys** are kept safe and secure — together in a pocket or locker!

As well, LeClasp™ easily converts into a handclasp self-defense device! Peace of mind while jogging or during the Saturday night «march» through dark parking lots. (Visit our web site www.leclasp.com for detailed instructions.)

Wow... No ordinary benefits here! We hope the efficiency and simplicity of our truly practical « jewelry-calibre » gift will pleasantly surprise and delight you for many, many years to come. You'll soon wonder how you survived without it.

2004 FUNDRAISER CAMPAIGN:

YOU ARE THE "KEY" TO OUR SUCCESS...

GROUP logo here!

THANK YOU FOR YOUR SUPPORT.

HOW TO USE YOUR MULTI-FUNCTIONAL LeCLASP™



The end to your traditional « key holder » FRUSTRATIONS is finally here!

The patented Multi-Functional LeClasp™ incorporates an ingenious « multi-ring » design that allows you to add or remove **keys** instantly! As Simple As 1-2-3! (see above diagram)

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IMPORTANT: The modular design allows you to add up to nine additional « sets » of keys. You can also use LeClasp™ to keep valuable **jewelry** from being lost while working or exercising. It's perfect for anyone who needs to remove rings (precious, irreplaceable wedding ring), bracelets, necklaces, and even earrings occasionally or daily. With a simple LeClasp™ squeeze **jewelry** and **keys** are kept safe and secure — together in a pocket or locker!

As well, LeClasp™ easily converts into a handclasp self-defense device! Peace of mind while jogging or during the Saturday night «march» through dark parking lots. (Visit our web site www.leclasp.com for detailed instructions.)

Wow... No ordinary benefits here! We hope the efficiency and simplicity of our truly practical « jewelry-calibre » gift will pleasantly surprise and delight you for many, many years to come. You'll soon wonder how you survived without it.

2004 GOLF TOURAMENT:

YOU ARE THE "DRIVE" TO OUR SUCCESS...

THANK YOU

FOR YOUR SUPPORT.

THANK YOU TO ALL OUR SPONSORS:

GOLD

Sponsor logo here!

Sponsor logo here!

SILVER

(Glance enclosed Business Cards!)

BRONZE

Name of sponsor#1
Name of sponsor#2
Name of sponsor#3
Name of sponsor#4
Name of sponsor#5
Name of sponsor#6
Name of sponsor#7
Name of sponsor#8
Name of sponsor#9
Name of sponsor#10
Name of sponsor#11
Name of sponsor#12
Name of sponsor#13
Name of sponsor#14
Name of sponsor#15
Name of sponsor#16
Name of sponsor#17
Name of sponsor#18
Name of sponsor#19
Name of sponsor#20
Name of sponsor#21
Name of sponsor#22
Name of sponsor#23
Name of sponsor#24
Name of sponsor#25

EVENT PARTNER

Sponsor logo here!

CREATIVE PARTNER

Sponsor logo here!

MEDIA PARTNER

Sponsor logo here!

PROMOTIONAL PARTNER

Sponsor logo here!

When addressed to an **un-expecting recipient**, the message **builds goodwill** and can accentuate a **campaign theme, catch phrase, slogan**, or you can simply say... **Thank You For Your Support!**

The OPPOSITE Back side of the LeClasp instruction leaflet sheets is usually used for BILINGUAL language instructions or simply left blank.

Simply put, you and your group can offer BRONZE Corporate sponsors contributing, for as little as \$75.00, to print their company names on the opposite side. (see above example)



Other **sales arguments (benefits)** to **BRONZE Corporate** sponsors:

In a 3-4 week campaign blitz, participants **hand deliver** the **BRONZE Corporate** sponsorship "company name advertisement" and **reach** hundreds to thousands local supporters who will purchase the **LeClasp™** fundraiser product.

Based on **\$75.00 BRONZE Corporate** sponsorship and 1000-supporters purchasing one (1) **LeClasp™**, the **promotional cost-per-person is only \$0.075** (\$75\1000)

From our experience, **LeClasp™** recipients read instruction leaflets and recall messages (company names) starting with "Thank You...".

Assuming the average person glance the explicate leaflet 3-6 times, the **BRONZE Corporate** sponsorship **LeClasp Cost-Per-Impression (CPI)** is **\$0.018-cents** per day (\$0.075 divided (4-exposures per supporter))

Hmmm..... the exposure to **BRONZE Corporate** sponsor is less than 2-cents per supporter.



Ideal local BRONZE Corporate prospects include entrepreneurs, small business owners, individual donators, etc.

Step #3 - LeClasps Sells Like Hot Cakes

LeClasp's are an easy selling fundraiser product. **Everyone needs** one, but for different reasons.



The **retired grandparent** can now instantly remove the large car key and remote keyless entry system from his **LeClasp™** without letting somebody see the "hand tremble" that always makes the service technician (and others) uncomfortable.

Or... a **parent** no longer chips his or her finger nails every time the kids ask for the minivan key.

Or... the **avid golfer** hooks his or her wedding band onto **LeClasp™** and... saves a 12-year marriage.

Or... my **mom**, BEFORE doing the dishes, attaches her precious ring onto her **LeClasp™** and does NOT inadvertently knock off and wash the diamond down the

sink. (And... saves \$\$\$ on



plumber's bill!)

And... a **female teenage** the bus stop has a little peace of defense device.

student walking home (unaccompanied and at night) from mind holding her "concealed" handclasp **LeClasp™** self-



Participants selling **LeClasp's** will hear the following comments from supporters - [13\) Testimonials](#).

Approaching a potential donor:

A simple **demonstration** usually **persuades individuals** of **LeClasp's "every day" usefulness**.



Try this simple but effective approach: "Hello, my name is _____, and I'm raising money for _____. Would you like to support our group by purchasing the magical **Multi-Purpose "Key Holder"**. **LeClasp™** lets you 1) remove or add your keys without breaking nails, 2) attach jewellery when at work or practicing a sport and 3) use it for self-defense when walking alone at night. Navigate to the **LeClasp™ [key holder](#)** and **LeClasp™ [jewellery holder](#)** learn about a dozen additional advantages, neat things you can do. Thank you for your generosity, and have a great day."

Know why your group is holding the fundraising, and communicate this to potential donors. For example, "Our group is raising money in order to finance medical equipment and health programs".

Below "How To Use & Benefits" sheet handed out to participants selling LeClasps.

LeClasp™ Key Holder Benefits:

Easily clasps, attaches and hooks your most personal possessions:



LeClasp Selling Price

Each participant(15+ years) could sell up to 36 **LeClasp's** each. Start with family, seniors, friends and proceed to neighbors, co-workers, and other people you feel would be interested in your cause.

LeClasp™ selling price to **individuals** will depend on the **Corporate Sponsorship** donations.

Example #1: If the fundraiser objective is \$7500 and you and your group collect \$5000 from Gold-Silver-Bronze Corporate Sponsorship in your town, then the **BREAK EVEN selling price = LeClasp™ purchase cost plus \$2500 (\$7500-\$5000) divided quantity ordered.**

Example #2: If the fundraiser objective is \$7500 and you and your group collect \$8000 from Gold-Silver-Bronze Corporate Sponsorship in your town, then the **BREAK EVEN selling price = LeClasp™ purchase cost subtract \$500 (\$8000-\$7500) divided quantity ordered.**



Click link to download and print the following [LeClasp Fundraiser Form - Calculate Break Even Selling Price.](#)

First, fill in the Company Name and amounts donated by Gold, Silver and Bronze Corporate Sponsorships. **Secondly**, enter the approx. number of participants and order quantity and price. An estimate **LeClasp™** selling price will be calculated.

Incentive Prizes:

Not all fundraising campaigns need additional incentives to motivate the participants. If a football team needs to raise \$120 per player to be able to participate in a tournament, the incentive is already there.

With many campaigns, you may want to motivate your participants with individual achievement prizes. For example, everyone who sells a pre-determined minimum (36-units), or raises the most money, or sells the most units gets his or her name entered for a draw for cash prize, movie tickets, gift certificate or other merchandise available or donated.

LeClasp Cost and Delivery:

Once you have placed your order, allow 2-3 weeks for delivery of up to 1000 anticipated units.

LeClasp™ suggested price points vary with quantity ordered and number of colours printed.

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All for now. Don't hesitate to visit each **Division** for detail information at our www.leclasp.com (www.quagtum.com) websites.

If you have any questions, please contact me on our toll free # @ 888-679-4048.

Ciaoooooooo.....

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LeClasp... Best CPI In The Promotional Products Industry

Advertisers make use of CPI (cost-per-impression) factor to measure, appraise, cost and justify the **ROI** (return on investment) of **mass media**.

For mass media such as **television, radio, magazines, newspapers** and **billboards**, the **measurement of people's interest** in them has to do with the 1) **size of the audience** and the 2) **number of times the audience is exposed to the advertisements**. These two measurements are known, respectively, as **reach** and **frequency**.

Using mass media's benchmark CPI measurement method, lets **compare LeClasp™ return on investment (ROI)** as an promotional product gift idea.

People utilize their **keys** (house, car, remotes, work, warehouse, lock, mail box, safety deposit) every single day, on **average once every hour**.

If we suppose there are **16 waking hours** in a normal day, **LeClasp™ recipients** will **notice/see** your **ad message** (logo, safety/hazard warning or message, slogan, tag line, picture, website \ toll-free # \ iso classification #, etc.) **displayed** on the front side domed imprint on average **16 times per day**. Assuming a \$7.50 price point per **LeClasp™**, the **one day usage CPI** (cost-per-impression) is **47¢** (\$7.50 / 16).

For **one month usage**, your "**production staff**" will be reminded (see) of your "**safety message**" 480 times (30*16), or a CPI of **1.5¢** (\$7.50 / 480).

For **one year usage**, your "**prospective or loyal client**" will be reminded (see) your "**company product & services**" 5760 times per year (365*16), or a CPI of more or less **two-hundredths .002¢ of a cent** (\$7.50 / 5760).

Spread that out across the **3-year recommended replacement period** and it works out to more than 17,280 impressions, or take into account a "**consumer**" reminded "every single day" of your "**leading brand-name product**" for an **incalculable CPI** of **four-thousandths .0004¢ of a cent** (\$7.50 / 17280)!!

Wow... LeClasp offers you long term exposure at a very low, low CPI. Before purchasing promotional product lines, measure, appraise, cost and justify ROI.

The Case for Promotional Products

*Following informative article on the topic of **COST-PER-IMPRESSION** was written by Dick Kern of Imprint Magazine.*

In these tough economic times, everyone's looking for the most cost-effective way to get their ad message across. If you think TV, radio and print are the sale masters of measurable media, here's convincing proof that **promotional products are clearly in the mix**.

Let's face it. Everyone would like to see their business's logo, their company's products, their organization's mission and message splashed across the airwaves in an award-winning, critically acclaimed TV spot during the Super Bowl, Academy Awards, NCAA Basketball Tournament or some other program with hundreds of millions of attentive viewers. ([return to Cost-per-impression page](#))

That would be pretty cool, right?

The reality, of course, is that most of us probably don't possess a Super Bowl-sized budget, but you still need to come up with a promotion for next month's product roll-out, trade show exhibit, direct-mail program or customer service/retention campaign that'll make you look like a marketing genius and let you hang on to your job for another six months in today's economically-challenged, "what-have-you-done-for-me-lately?" environment.

CPI = ROI

Consider, for a minute, the power of promotional products. You want to talk ROI? Let's look at what in the ad biz is known as "cost-per-impression," or CPI. A few head-turning examples:

Notepads. Recipients of a 50-sheet scratch pad will have a minimum of 50 exposures to the ad message written on it - each time they write something down, that's one impression. And if the notes are passed on, the number of exposures can double or triple. The cost-per-impression for a \$1 notepad would be $\$1 \div 50$ sheets, or 2¢ per impression.

Watches. People look at their watch an average of twice an hour. If you figure there are 16 waking hours in a normal day, they'll see whatever is imprinted on the watch face 32 times. For a basic \$12 watch, the CPI for just one day is only 37¢. Spread that out across the typical 3-year warranty period, and it works out to more than 35,000 impressions, or a CPI of roughly three-hundredths of a cent.

Calendars. The recipient of a calendar will be exposed to the ad message on it 2-3 times a day at home, or 5-6 times a day at the office. Using 4 exposures a day as an average (and multiplying that times 365 days in a year), we get 1,460 impressions, which makes the CPI for a \$3 calendar a mere 0.2¢.

Playing Cards. During a 1-hour game of rummy or poker, players would be exposed to the message printed on the cards more than 500 times. At a cost of \$2 a deck, the CPI works out to 0.4¢.

Mugs. The ad message on a coffee mug will be seen as often as 10 times a day, and mugs tend to be kept for years. For a \$5 mug, the CPI would be roughly 0.2¢ over a mug's two-year life span. And recipients hold the ad message in their hand and use it every day! Try getting that kind of targeted exposure with a TV spot.

[\(return to Cost-per-impression page\)](#)

Given the potential promotional products offer for pinpoint targeting and superior CPI, it's worth your while to sit down with a promotional products pro and together select some irresistible imprinted items, put together grabber graphics and copy and brainstorm a few dazzling distribution strategies. After all, these people's expertise isn't just in selecting products - they've spent years honing their packaging and delivery skills too, picking up unique and creative tips from colleagues and finding ways to spin them into promotional gold.

The Measurement Thing

One of the perennial stumbling blocks with promotional products is that they're often relegated to a category called "unmeasured" media. Professors Marjorie Cooper and Charles Madden of Baylor University have dealt with the issue of measurement as it relates to promotional products. Here's how they see it:

For mass media such as television, radio, magazines, newspapers and billboards, the measurement of people's interest in them has to do with the size of the audience and the number of times the audience is exposed to the advertisements. These two measurements are known, respectively, as reach and frequency.

Reach is technically defined as the percent of the target audience that's exposed to the advertisement at least once in a given measurement period. **Frequency** is defined as the average number of times a given member of the target audience is exposed to the advertisement. Additionally, **gross impressions**, calculated by multiplying the number of exposures by the size of the audience, is an **aggregate measure** of the **total number of exposures** that the **advertisement elicits over its lifetime**. [\(return to Cost-per-impression page\)](#)

While these measurements may have, by their very nature, a number of faulty assumptions associated with them, they've nevertheless been embraced by the advertising community for purposes of media planning and budget justification.

A Similar Set Of Measurements

But that's mass media. What about something more specific, in particular, imprinted products? Developing and utilizing a similar set of measurements for promotional products can accomplish two objectives:

They would have enough in common with traditional mass media measurements that they'd be easily comprehended and deemed acceptable measures of effectiveness.

Such guidelines would incorporate the distinctive dimensions of promotional products and the very real advantages they tend to embody.

Promotional products have value to a recipient completely apart from their dominant function as an advertising medium, and the value of the item cannot easily, if at all, be separated from the message-delivery vehicle. ([return to Cost-per-impression page](#))

On the other hand, television programming - the vehicle that delivers TV commercials to the viewers - can be easily divorced from the commercial. A good example is "zapping," where viewers immediately switch to another channel whenever any commercials come on or hit the remote's "mute" button, killing the sound so they don't have to listen. Many TV watchers wait until commercials to visit the bathroom, make a quick phone call, prepare a snack, and so on. As a result, viewers see the regular programming without the accompanying advertising.

Medium And Message

Promotional products have the advantage that recipients are hard-pressed to separate the message from the valued medium. The measurement of effectiveness represented by intrinsic value is reach - the percent of the target audience that's exposed to the message at least one time. If the promotional product is delivered to a recipient, the message has absolutely been delivered at least once. This is very different than the delivery of a television commercial, which may or may not be delivered to the audience along with programming that's being watched. Consequently, the measure of reach for promotional products is, in fact, far more accurate and substantive than the measure of reach for either television or radio. ([return to Cost-per-impression page](#))

Frequency is represented by promotional products' environmental compatibility. For mass-media advertising such as television, the viewer must choose to be exposed to an advertising message. Promotional products have a definite and obvious advantage in that they become part of the environment; that is, imprinted products are useful in a utilitarian or decorative sense, apart from any additional advertising function. And as such they're often placed where they will be encountered over and over again. The **average number of times** that a promotional product is encountered by the recipient in a given period of time represents the frequency with which the recipient is exposed to the message.

How To Do It

How about that? We have academics - marketing professors, no less - arguing convincingly for the superior reach and frequency of promotional products. Some pretty heady stuff. But I know what you're really interested in is practical application. So here are a few real-life examples of how a small but creative investment in promotional products paid off big for the end-user (that's you).

Fish Lures Clients Lona Jensen Temporary Services, a 15-year-old firm based in San Francisco, wanted to improve its share of the temp market with a specialty - but in an unusual way. "We needed to break through the clutter of pens, mugs, rulers, key chains, etc. that our competitors use to get the attention of temp service users," explains VP Bruce Jensen. Jensen turned to Robert Anthony, a local marketing firm, for help. Only one condition: The promotional item had to be orange, Jensen's corporate color. "We did a lot of advance research, including interviewing some temp users, to get a better handle on the market," explains Robert Anthony's President Robert Stankus. "But we still couldn't come up with a product we knew would command attention. "The situation remained unresolved until one night when Stankus passed a pet shop with lighted fish tanks in its window. Then inspiration struck. The result: a glass fishbowl bearing the Jensen logo and phone number, hand-delivered to pre-selected temp users. What made the gift interesting was that it contained a live goldfish, along with an imprinted container of fish food. A further touch was the inclusion of a card proclaiming "Gulp!" in large letters. The inside copy described - and deflated - the three biggest fears companies might have about using temps. It also held a "golden opportunity" card good for a 25% discount on the first order and an entry form to win a temp for an entire day free of charge. Altogether, Stankus says, about 250 fishbowls were distributed. When follow-up calls were made, 100% of the recipients remembered the fishbowl, and 70% made appointments to meet with the temp firm. ([return to Cost-per-impression page](#))

Local Tie-In Resonates With Recipients To help boost the city's profile, the Memphis, TN, Chamber of Commerce created several unique and aggressive mailings targeting corporations around the country. The objective was to inform them of the advantages Memphis offers as a corporate/business location. One recent mailing included four jars of Smucker's jams. The enclosed copy read: "Spread the word, Smucker's is jammin' from Memphis." The chamber chose Smucker's for a simple reason - the J.M. Smucker Co. has had its processing facility and distribution center in Memphis for over 30 years. Its story was used to show recipients that they too could be successful in Memphis. Another mailing tied into sports. Since the mailing was conducted

during the World Series, chamber President David Cooley thought a baseball theme would work best. A select group of 277 prospects in the telecommunications, medical instruments and food-processing industries were chosen to receive a mailing containing a set of 15 Donruss baseball cards, manufactured in Memphis by Leaf Inc., North America. The cards were placed inside a custom box with graphics depicting a pitcher throwing a baseball - "If expansion is in your game plan ..." read the cover copy. Inside the box was a photo of a baseball glove with the actual package of cards attached to the center of it. The copy continued: "Catch Memphis' stats for a winning season." The "stats" were a list of the advantages of locating a business in Memphis. The major difference between the baseball mailing and its predecessors was that it represented the first time the chamber had included a response mechanism. Recipients were asked to mail back a reply card or call a toll-free number to receive a complete set of 700 baseball cards valued at \$39. Of the 277 packets mailed out, 71 companies responded - a 25.6% response rate. ([return to Cost-per-impression page](#))

Pre-Show Mailing Boosts Booth Traffic VTech's ultimate mission was to make its Tropez digital phones a success in a market dominated by AT&T. Rather than go head to head, VTech President Steve Johnson chose to establish Tropez as a different type of cordless phone, choosing to introduce it to the electronics trade at the summer Consumer Electronics Show (CES). Prior to the show, VTech produced a creative mailing that included a logoed beach towel along with product information literature. The package went to 350 top retailers and included an invitation to visit the Tropez booth at the show. The towels were packaged in briefcase-sized cardboard boxes wrapped in a poster featuring a photo from the company's ad campaign. And since both the towels and posters were rather large, they also subtly alluded to Tropez's "wide-area coverage." Total cost of the mailing: \$8,000, or \$225 per prospect. Other pre-show mailings for other exhibits also used products that suggested "coverage." These included a golf umbrella and a sweatshirt. The products were selected because they called to mind an image of leisure, and all were white with a blue imprint. The mailings were timed to arrive a week or so before each show, so the recipient would have time to set up an appointment to talk with a Tropez rep on the show floor. "The mailers were designed to entice people into our booth," Johnson says. "We knew they'd be much more likely to open a big package to see what was inside than if we'd sent a traditional envelope filled with product literature." Johnson estimates that, to date, over 90% of the targeted retailers have been introduced to Tropez, and many are now selling it. At the CES, VTech generated more than 2,500 leads. ([return to Cost-per-impression page](#))

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