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# Increase Your Corporate Gift Business

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# 10 Reasons to Sell Corporate Gifts



# Top 10 Reasons:

10. Low-hanging fruit
9. Defense (don't send your customer elsewhere)
8. Expand your supplier base
7. Merch; discount from retail (higher perceived value)
6. Increase average order size
5. Take advantage of mfg capabilities
4. Suppliers will do much of the work for you
3. Bundle/sell additional products
2. One stop shop for your client

#1 Reason: *Earn more money!*



# Corporate Gift or Promotional Product?



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## Corporate Gift or Promotional Product?

- Gift offered with no expectation of reciprocity
- Promo product = advertising
- Incentive = earned

# Why Corporate Gifts?

- Gifts make employees feel happy, thankful, valued and appreciated
- 68% of employees prefer a gift to a holiday party
- Add value to the client relationship
- Keep the business with you (don't send your customer elsewhere)
- Expand business with current customer

# Types of Corporate Gifts

incentive  
marketing association

**ma**  
Merchandise

- acknowledge
- appreciate
- award
- achieve

- Name-brand merchandise

incentive  
marketing association

**ma**  
Gift Cards

- acknowledge
- appreciate
- award
- achieve

- Gift cards (closed loop/universal)

incentive  
marketing association

**ma**  
Travel

- acknowledge
- appreciate
- award
- achieve

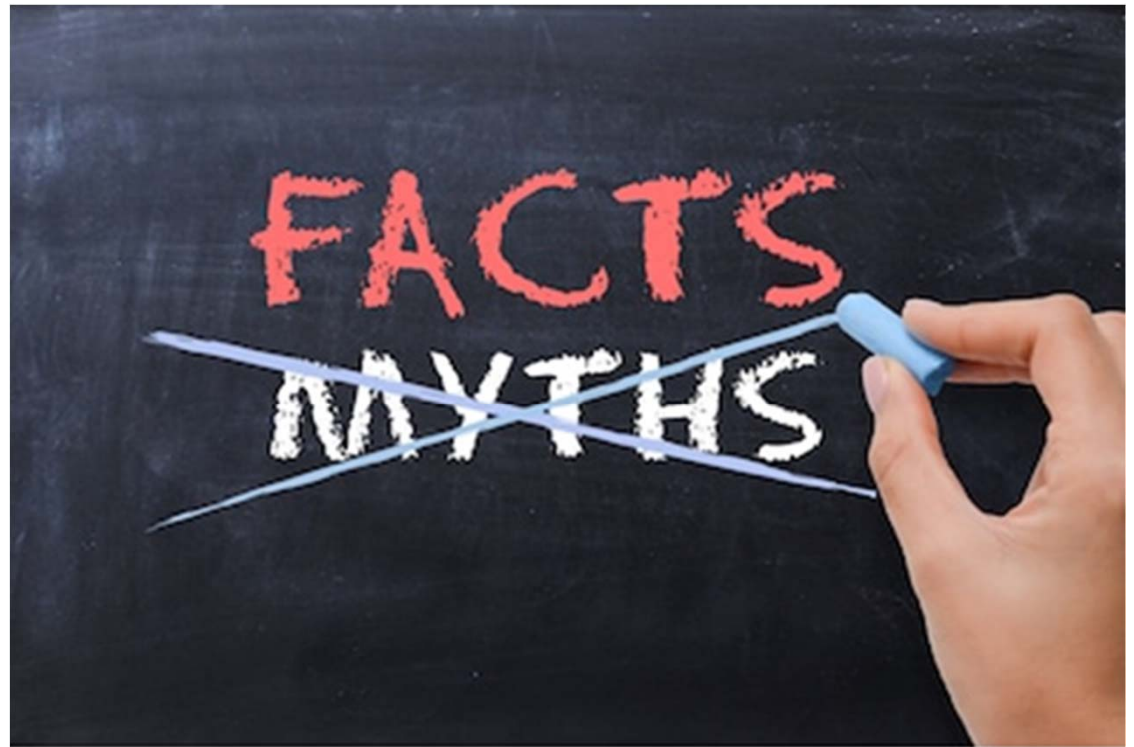
- Travel (group & individual/certificates)

# Brand-name Merchandise

- New product launch
- Press gifts
- Product team gifts
- Team celebrations
- Board of Director gifts
- Holiday/business gifts
- Safety/Wellness celebrations



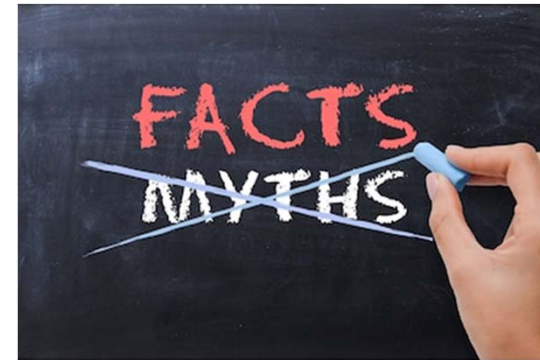
# Brand-name Merchandise Myths



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# Merchandise Myths:

- Too complicated
- Customer can compare pricing
- Adds a distribution layer (mark-up)
- Low margin
- Availability issues
- Don't imprint
- My customer doesn't use "incentives or corporate gifts"
- Need to work through reps (they'll steal the business)



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# Advantages:

- Known entity
- Quality associated with brand
- Reinforce your client's brand attributes
- High retail perceived value
- Distributor discounts
- ALL price ranges
- May be “aspirational”
- Rep is available for support





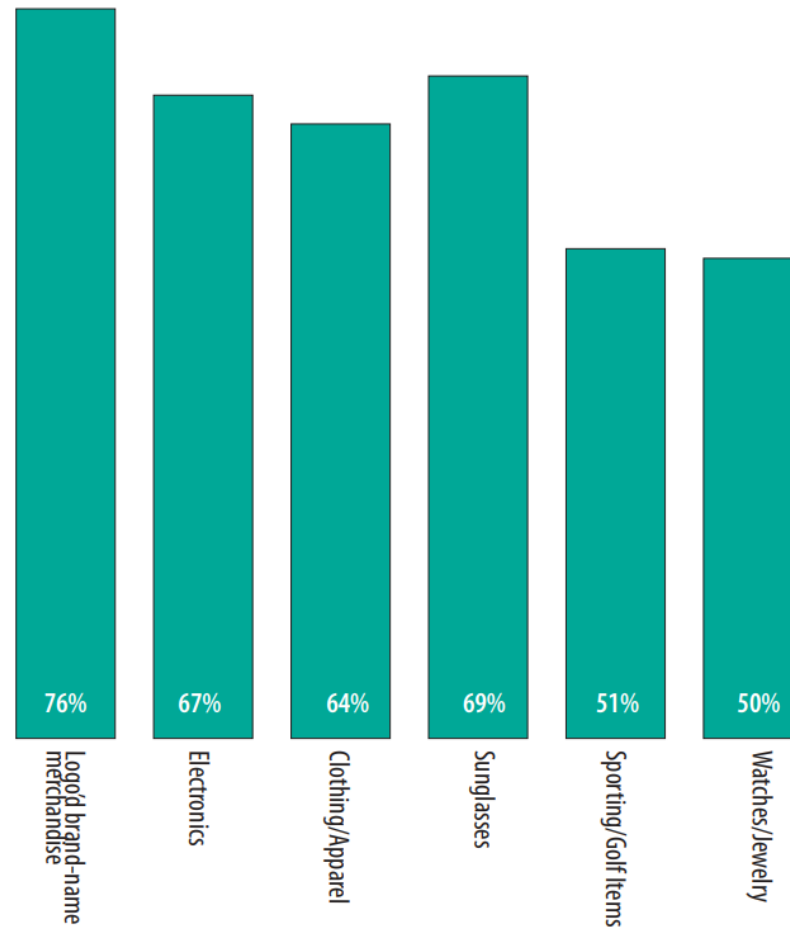
# Brand-name Merch Provider Capabilities

- Customization
- Personalization
- Single units
- Individual drop-shipping
- Scheduled shipping
- Wrapping/note insertion
- On-site events



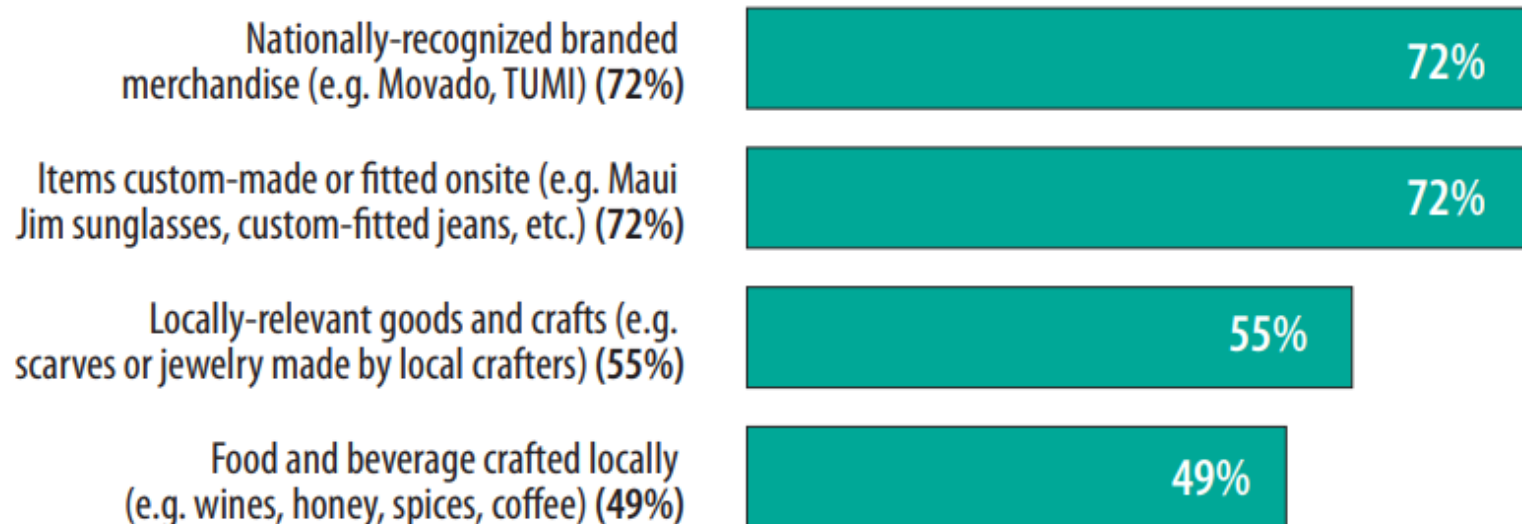


# Average Gift Value: \$160



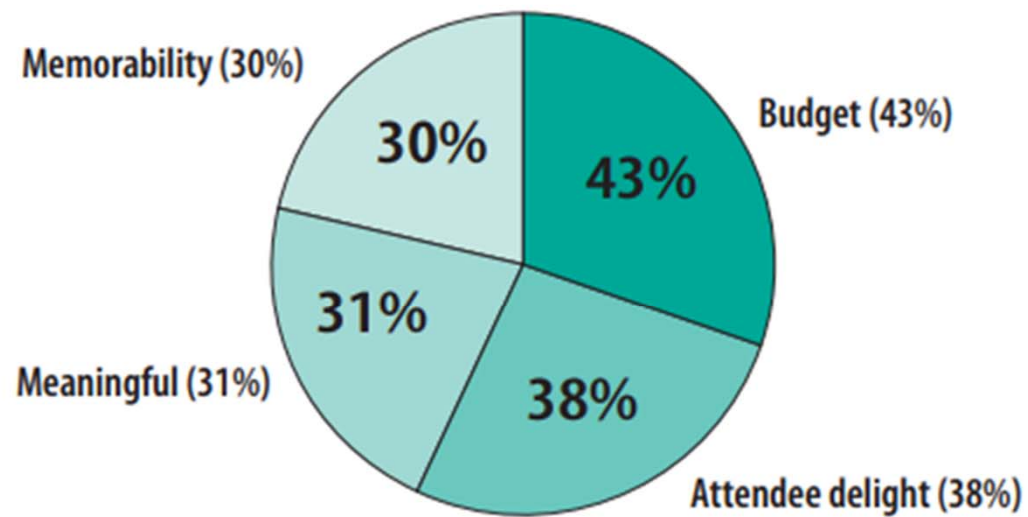
Source: IRF Trend Study 2020

# Event Gifting: Personalization & Engagement



Source: IRF Trend Study 2020

# Gift Selection Priorities



Source: IRF Trend Study 2020

# Search for Brands

IMRAonline.org



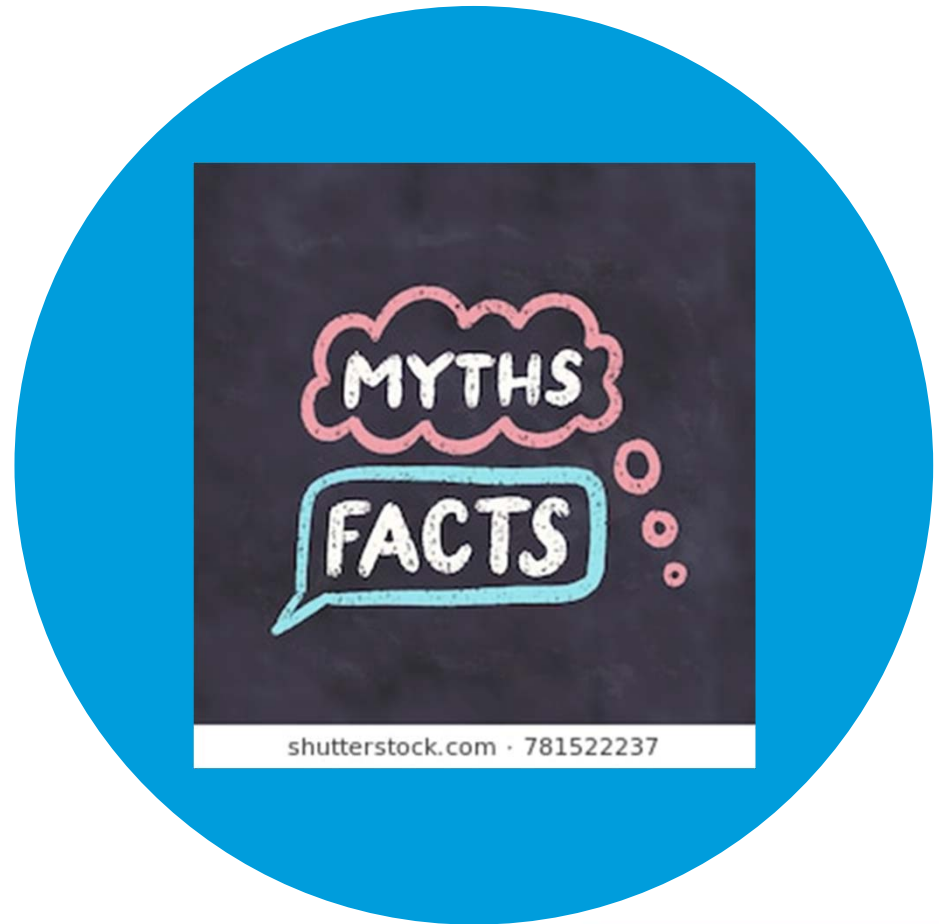
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# Gift Cards

- Spiff or spot awards (peer-to-peer)
- Team celebrations
- Trade show give-away
- Loyalty programs
- Thank-you gift
- Referral gift

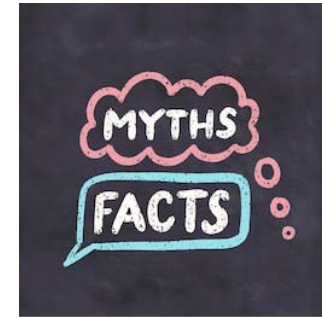


## Gift Card Myths



# Gift Card Myths:

- My client doesn't use gift cards
- Difficult to order multiple brands from multiple sources
- Hard to fulfill; challenges with delivery and end recipient experience/support
- Risk of fraud or loss with prepaid inventory
- No margin
- Can't be delivered with branding or personalization
- It's easier for me to buy them at a local store vs. an industry source



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# Advantages/Opportunities:

- Gift cards are gaining momentum as a reward option
  - ✓ 61% of large companies buy gift cards for an average of 2.4 different audiences
  - ✓ 68% of mid-sized companies buy gift cards for an average of 2.8 different audiences
- Mid-size firms spend over \$450k annually on gift cards across all channels
- Larger firms spend over \$1 million annually
- Net increase expected to be 42% in 2020\*
- 69% of companies buy gift cards from local retailers\*

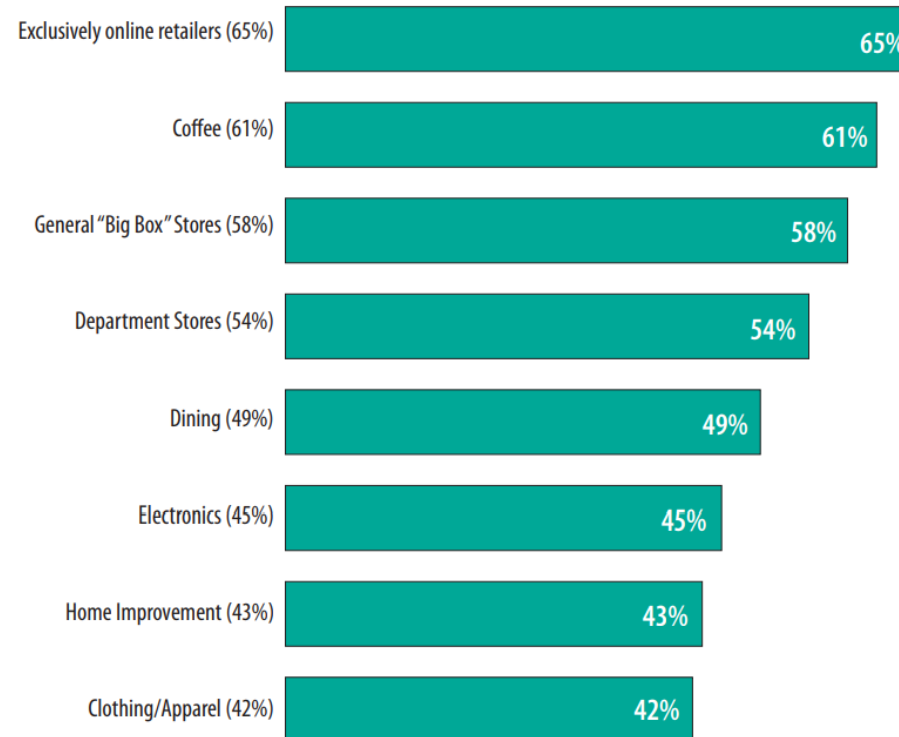
\*Sources: IRF 2018 & 2019 Trends Studies and IRF Industry Outlook 2020



# Advantages/Opportunities:

- Gift card aggregators offer a variety of cards from one source
- Ability to charge additional fees for additional services
  - ✓ Recipient customer support
  - ✓ Digital cards with branding, music, animation, video, etc.
- Pair the gift card with a custom “carrier” or additional merchandise gift
- Ease of distribution: ordered/distributed/redeemed online
- Bill the client directly and commission distributor
- Use suppliers in the PPAI and incentive marketplace

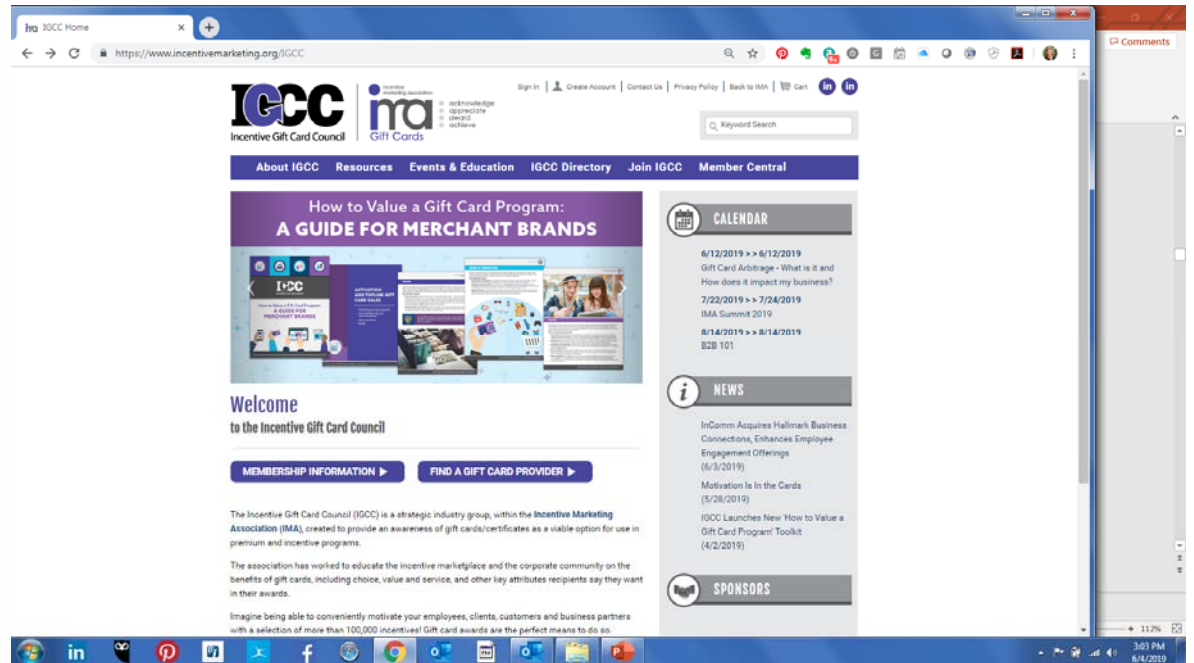
# Median Gift Card Amount: \$100



Source: IRF Trend Study 2020

# Search for Brands

UseGiftCards.org



# Travel Reward Myths

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# Travel Reward Myths:

- Too difficult/don't understand it
- Providers don't work with distributors
- No margin
- My clients don't use travel
- My clients don't think of me for travel



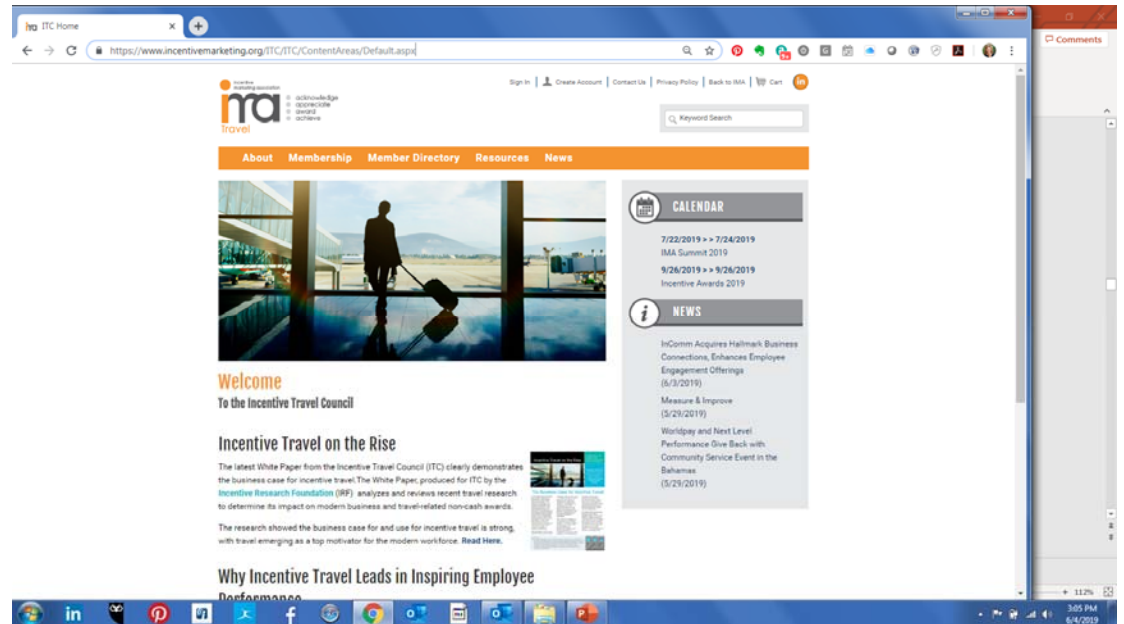
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# Advantages:

- Offer something new to your client
- Prevent your client from going elsewhere
- Typical travel program exceeds most merchandise/card orders
- Travel providers can commission you and will manage all the details
- Travel certificate companies can offer a discount or commission

# Search for Travel Partners

IncentiveMarketing.org/ITC



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# Search for Brands and Suppliers





# Corporate Gift Suppliers:

- Promo products distributors
- Direct from mfg/corporate division
- Ad/promo agencies
- Retailers/big box stores
- Gift Card aggregators
- Performance improvement companies
- Hotels/airlines
- Travel agencies/companies
- Wholesale/warehouse stores/online



# Corporate Gifts are a Commodity (NOT!)

- Bid complete project including gifts
- Expand the gift audience (employees/clients/suppliers)
- Add carriers or custom packaging
- Add on related products/gift cards



# Where to Find Contacts

- Sales Division
  - Sales contests/incentive programs
  - Team celebrations
  - New product introductions/product launches
  - Consumer offers
  - New customer acquisition
  - Holiday/business gifts to customers and suppliers
  - Supplier awards



# Where to Find Contacts

- Sales titles
  - Director of Sales
  - Sales Manager
  - Regional Managers
  - Sales Promotion Manager
  - New Business Development



# Where to Find Contacts

- Marketing
  - New product intro/product launches (internal & external)
  - Press events/gifts
  - Trade show gifts
  - Event gifts
  - Survey incentives
  - Brands can reinforce company brand attributes



# Where to Find Contacts

- Marketing titles
  - CMO (Chief Marketing Officer)
  - Product Manager/Marketing
  - Digital/Marketing Manager
  - Regional Marketing Manager
  - Director, Marketing
  - Manager, Events and Trade Shows
  - Brand Marketing
  - Promotional Marketing Manager



# Where to Find Contacts

- Human Resources
  - Employee gifts
  - Length of service awards
  - New hire intro gifts
  - Wellness program; health assessment & rewards
  - Safety program announcement & rewards/celebrations



# Where to Find Contacts

- Investor Relations
  - Board of director gifts
  - Gifts at key shareholder meetings
  - Celebration events (important milestones)





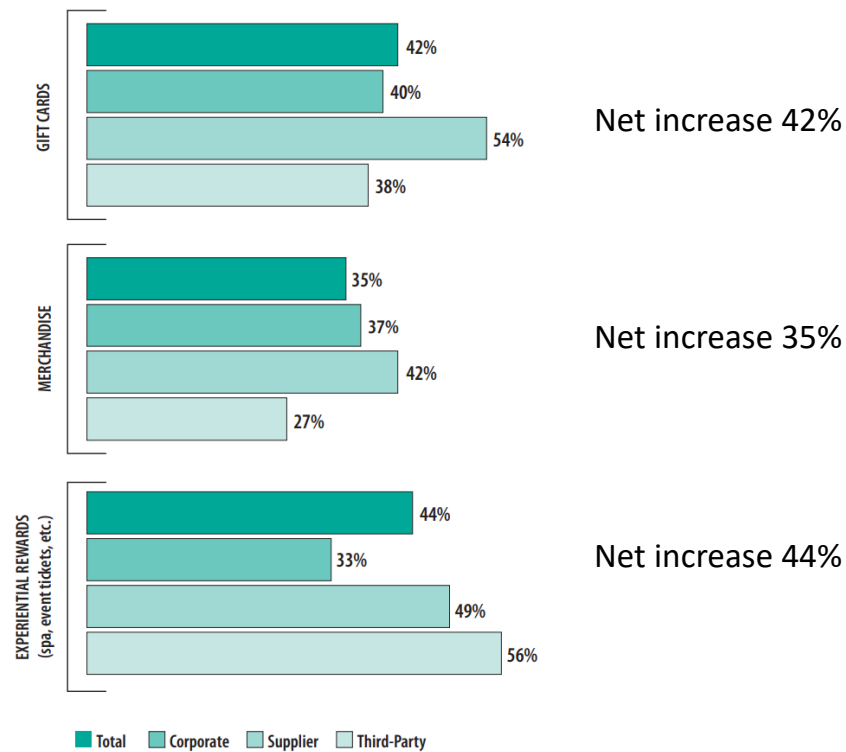
# Opportunity:

## Incentive Mag survey:

- Over 77% use corporate gifts (name brand merch w/ logo)
- Over 66% are for clients/customers
- 59.7% for employees
- 27% spend less than \$25 (partly due to gift policies of the customer)
- 32% will spend between \$100-250 per person (IRF Industry Outlook Study 2020)

Source: Incentive Magazine 2017 Corporate Gift IQ Study

# Gift Cards, Merchandise & Travel Projections: IRF Industry Outlook 2020: Reward Use Increasing



Source: IRF Trend Study 2020

Questions?



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Thank you!

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