

Presented by



## How to Create Promotions That Make a Difference

David Betke, Do Better Marketing  
(a division of Avatar Brand Management Inc.)

© 2020 Promotional Products Association International

1

---

---

---

---

---

---


---

---

### Copyright Notice

- Please note, I have and created the materials for this presentation and they are copyrighted. Distribution or reproduction of content is prohibited.
- PPAI has permission to utilize this PowerPoint presentation for educational purposes.
- Images have been purchased or I have taken them myself.

© 2020 Promotional Products Association International



2

---

---

---

---

---

---

---

---

### Our Goal:



- Share a repeatable process you can use to create campaigns that make a difference.
- Show ideas of how to use promotional products creatively at key points in a campaign.
- How to focus your client on purpose instead of price.

© 2020 Promotional Products Association International



3

---

---

---

---

---

---

---

---

# Agenda

- Dave's Story
- Case Studies
- Process
- Application
- Q & A

© 2020 Promotional Products Association International

PPAI ONLINE Education

4

---

---

---

---

---

---

---

---



© 2020 Promotional Products Association International

PPAI ONLINE Education

5

---

---

---

---

---

---

---

---



Photo: P.A.T. Project 1988

© 2020 Promotional Products Association International

PPAI ONLINE Education

6

---

---

---

---

---

---

---

---



7

---

---

---

---

---

---

---

---



8

---

---

---

---

---

---

---

---



9

---

---

---

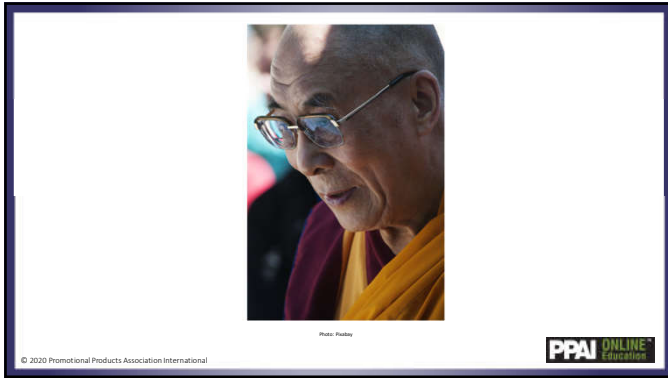
---

---

---

---

---



10

---

---

---

---

---

---

---

---



11

---

---

---

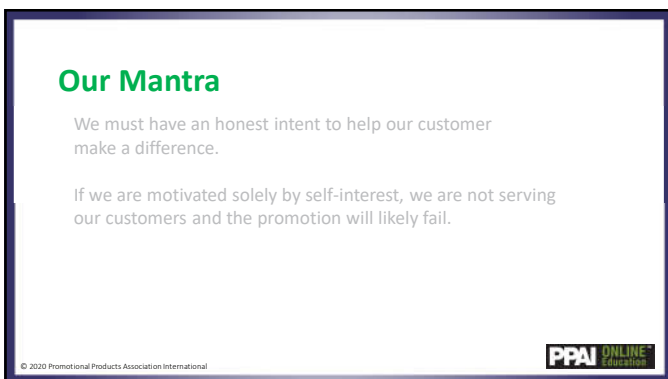
---

---

---

---

---



12

---

---

---

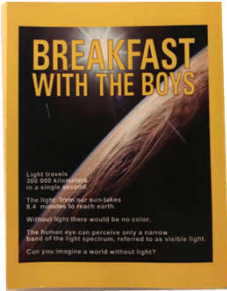
---

---

---

---

---



**BREAKFAST WITH THE BOYS**

Light travels 180,000 kilometers in a single second.  
The light from our sun takes 8.3 minutes to reach earth.  
Without light there would be no color.  
The human eye can perceive only a narrow band of the light spectrum, referred to as visible light.  
Can you imagine a world without light?

Photo: Avatar Brand Management Inc  
© 2020 Promotional Products Association International

PPAI ONLINE Education

13

---

---

---

---

---

---

---

---

**Goal:**

to help make up for the gap in funding between what the government provided women's shelters, and what was actually needed on the ground.

© 2020 Promotional Products Association International

PPAI ONLINE Education

14

---

---

---

---

---

---

---

---



**BREAKFAST WITH THE BOYS**

Light travels 180,000 kilometers in a single second.  
The light from our sun takes 8.3 minutes to reach earth.  
Without light there would be no color.  
The human eye can perceive only a narrow band of the light spectrum, referred to as visible light.  
Can you imagine a world without light?

Photo: Avatar Brand Management Inc  
© 2020 Promotional Products Association International

PPAI ONLINE Education

15

---

---

---

---

---

---

---

---



16

---

---

---

---

---

---

---

---

---

---



17

---

---

---

---

---

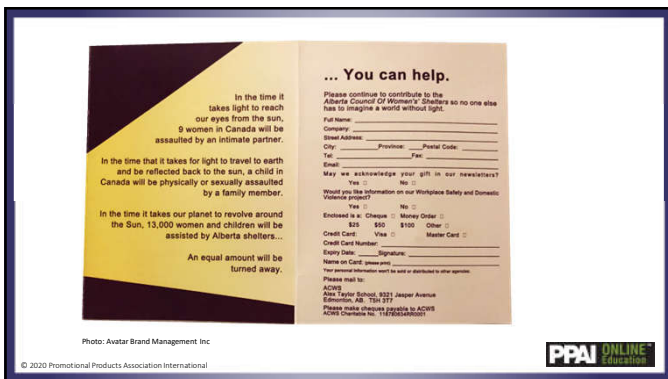
---

---

---

---

---



18

---

---

---

---

---

---

---

---

---

---



**Results:**

The piece was so successful it was repeated in 2 other jurisdictions, then was awarded federal funding to enclose with a case study to 41 other shelter groups nation-wide.

Photo: Avatar Brand Management Inc.

© 2020 Promotional Products Association International

PPAI ONLINE Education

19

---

---

---

---

---

---

---

---



**Our Client's Words:**

David and Andrea have the uncanny ability to take a key message and merge it with a unique visual focus to make a 'pitch' that can be unforgettable.

Several years later, a former guest noted that every time he sees that "darn little flashlight" he is reminded of how those facts changed his thinking.

Photo: McClouds  
Atlanta Chapter  
of Women's Builders

Photo: Avatar Brand Management Inc.

© 2020 Promotional Products Association International

PPAI ONLINE Education

20

---

---

---


---

---

---

---

---



**More Kind Words:**

For the future I will always connect those little pocket lights with the women shelter. And that's the reason why it worked so eternally well. Because of the connection and bond you allowed everyone to form with that 'thing' - an object - a give-away!

Before it was a small value article and you added immense value to it, a long lasting emotional connection. A bonding as with a newborn baby or puppy...!

Photo: Avatar Brand Management Inc.

© 2020 Promotional Products Association International

PPAI ONLINE Education

21

---

---

---

---

---

---

---

---

### EBA, a Company With Amazing CSR



Photo: Avatar Brand Management Inc

© 2020 Promotional Products Association International

PPAI ONLINE Education

22

---

---

---

---

---

---

---

---



Photo: Courtesy of Tetra Tech EBA

© 2020 Promotional Products Association International

PPAI ONLINE Education

23

---

---

---

---

---

---

---

---

### Goal:

to attract two senior engineers to Canada, and to our client's consulting firm, during the height of a labor crisis.

© 2020 Promotional Products Association International

PPAI ONLINE Education

24

---

---

---

---

---

---

---

---





25

---

---

---

---

---

---

---

---



26

---

---

---

---

---

---

---

---



27

---

---

---

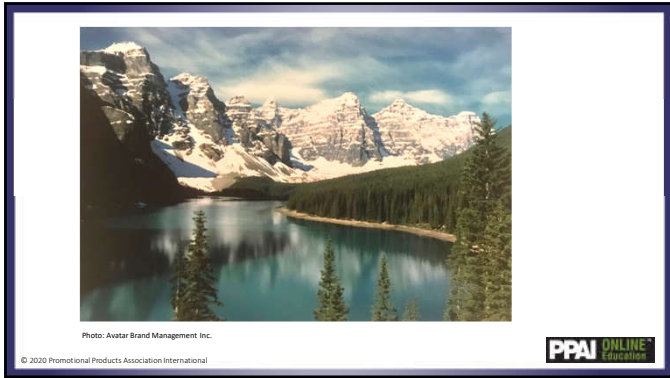
---

---

---

---

---



28

---

---

---

---

---

---

---

---



29

---

---

---

---

---

---

---

---



30

---

---

---

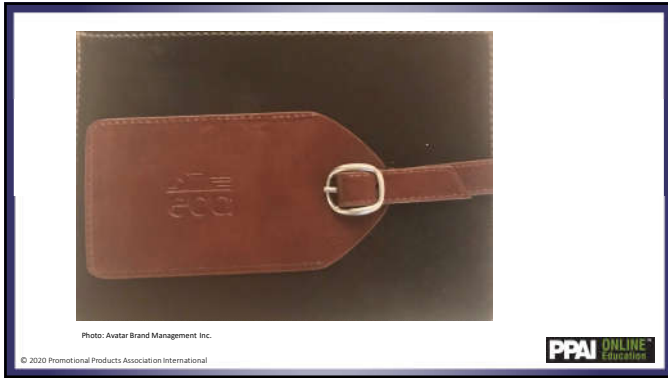
---

---

---

---

---



31

---

---

---

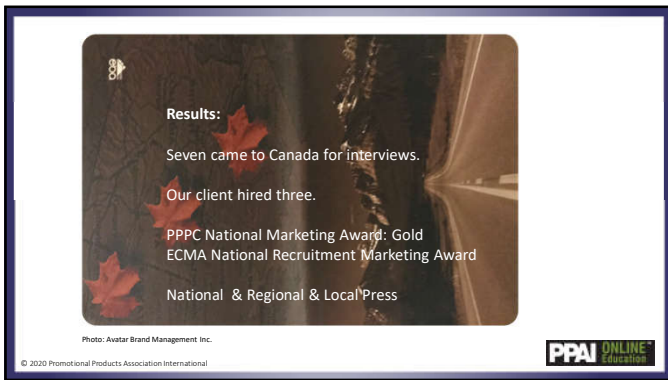
---

---

---

---

---



32

---

---

---

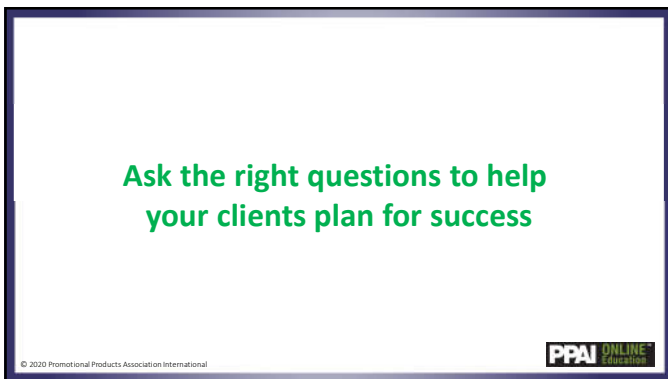
---

---

---

---

---



33

---

---

---

---

---

---

---

---



34

---

---

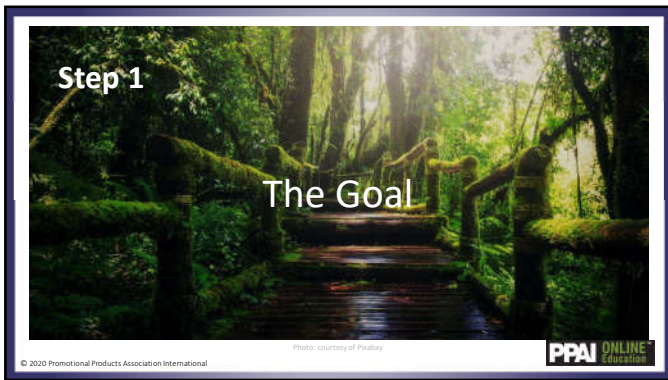
---

---

---

---

---



35

---

---

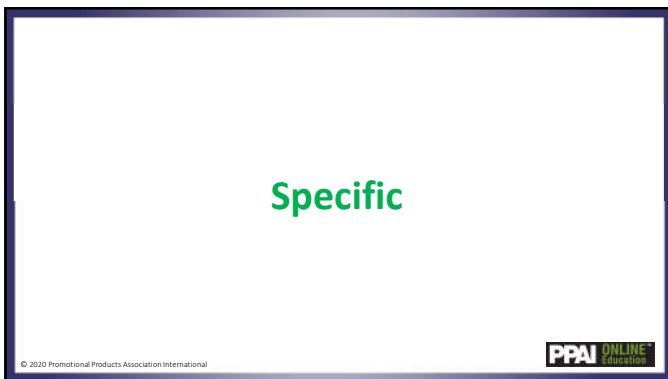
---

---

---

---

---



36

---

---

---

---

---

---

---

## Specific

Raising awareness, getting your name out there, creating buzz or impressions, or getting more likes are too broad.

We want to save a specific forest, reduce CO2 emissions measurably, or recruit two senior engineers is specific.

© 2020 Promotional Products Association International



37

---

---

---

---

---

---

---

---

## Obtainable

© 2020 Promotional Products Association International



38

---

---

---

---

---

---

---

---

## Obtainable

Ending family violence is unfortunately an unlikely goal with a promotion.

Attracting enough funding to keep a women's shelter funded for another year is more likely.

© 2020 Promotional Products Association International



39

---

---

---

---

---

---

---

---



40

---

---

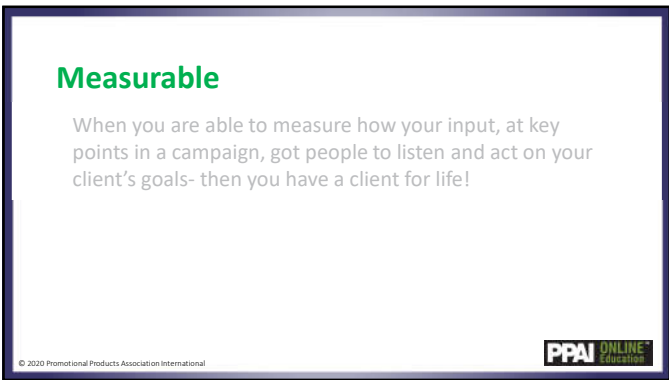
---

---

---

---

---



41

---

---

---

---

---

---

---



42

---

---

---

---

---

---

---

## Key Performance Indicators

Agree with your client on the metrics that indicate success to them.

You may start with increasing likes & engagement on social media or attracting more people to their booth at an event. These can be set and measured.

You can then graduate to KPI's such as attracting and segmenting more qualified leads, measuring direct action, or hitting sales and recruitment benchmarks.

© 2020 Promotional Products Association International



43

---

---

---

---

---

---

---

---

Step 2

## The Audience

Photo: courtesy of Pixabay

© 2020 Promotional Products Association International



44

---

---

---

---

---

---

---

---

## Audience

Who does your client need to influence to help them reach their goal?

© 2020 Promotional Products Association International



45

---

---

---

---

---

---

---

---

### Audience

Who are possible allies and advocates?

© 2020 Promotional Products Association International

PPAI ONLINE Education

46

---

---

---

---

---

---

---

### Audience

Who will resist their success?

© 2020 Promotional Products Association International

PPAI ONLINE Education

47

---

---

---

---

---

---

---

### Step 3

## The Journey

© 2020 Promotional Products Association International

Photo: courtesy of Pixabay

PPAI ONLINE Education

48

---

---

---

---

---

---

---



### The Journey

What are you asking the target audience to help you accomplish?

© 2020 Promotional Products Association International

PPAI ONLINE Education

49

---

---

---

---

---

---

---

### The Journey

Remember your goal?

© 2020 Promotional Products Association International

PPAI ONLINE Education

50

---

---

---

---

---

---

---

### The Journey

- What is the first step you need them to take?
- How about the next?
- Can you map it out all the way to success?

© 2020 Promotional Products Association International

PPAI ONLINE Education

51

---

---

---

---

---

---

---

### The Journey

What are the obstacles they may face, or friction points, that may keep them from taking action?

© 2020 Promotional Products Association International

**PPAI** ONLINE  
Education

52

---

---

---

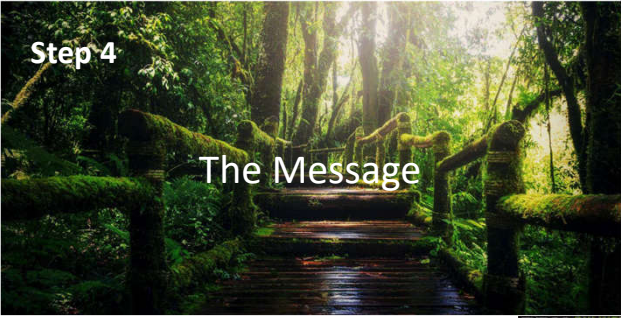
---

---

---

---

Step 4



**The Message**

Photo: courtesy of Pixabay

© 2020 Promotional Products Association International

**PPAI** ONLINE  
Education

53

---

---

---

---

---

---

---

### The Message

How will you make your client's audience aware of the need to help, and make them want to?

© 2020 Promotional Products Association International

**PPAI** ONLINE  
Education

54

---

---

---

---

---

---

---

## The Message

- Make it Real!



© 2020 Promotional Products Association International

55

---

---

---

---

---

---

---

---

## The Message

Transform the abstract into the concrete.



© 2020 Promotional Products Association International

56

---

---

---

---

---

---

---

---



**Objective:**

Reduce municipal water consumption by reducing the amount citizens use while watering their lawns.



Photo: Courtesy of Phalvey  
© 2020 Promotional Products Association International

57

---

---

---

---

---

---

---

---



58

---

---

---

---

---

---

---

---



59

---

---

---

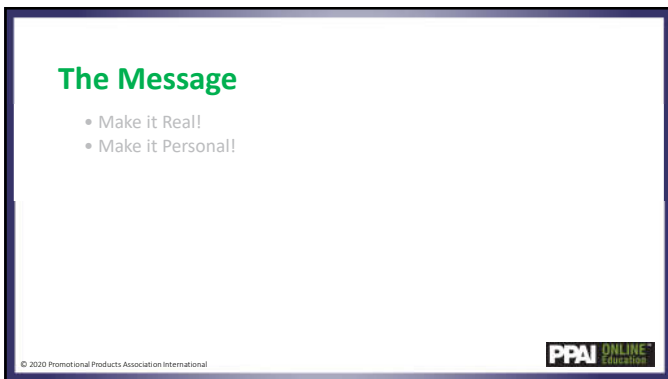
---

---

---

---

---



60

---

---

---

---

---


---

---

---

### The Message

- Make the message human.
- Help them see through your client's eyes.
- Help them envision what success looks like

© 2020 Promotional Products Association International

61

---

---

---

---


---

---

---

### The Message

- How does it affect them?
- Why should they care?

© 2020 Promotional Products Association International

62

---

---

---

---


---

---

---

### The Message

✗ You should reduce your footprint because we all need to do our part.

© 2020 Promotional Products Association International

63

---

---

---

---

---

---

---

## The Message

✓ With more extreme weather comes more disasters which will directly impact your home insurance rates. See what you can do to keep your rates down.

© 2020 Promotional Products Association International

PPAI ONLINE Education

64

---

---

---

---

---

---

---

---

## Step 5

### The Vehicle

Photo: courtesy of Pixabay

© 2020 Promotional Products Association International

PPAI ONLINE Education

65

---

---

---

---

---

---

---

---

## The Vehicle

Remember your audience? (The one's who will offer your client the best chance at success).

Where do they gather?

© 2020 Promotional Products Association International

PPAI ONLINE Education

66

---

---

---

---

---

---

---

---

## The Vehicle

The medium can make or break the message.

Make sure yours doesn't contradict what you are trying to say.

© 2020 Promotional Products Association International

PPAI ONLINE  
Education

67

---

---

---

---

---

---

---

---

## The Vehicle

Different audiences may require different messaging and different vehicles.

Direct mail, social media, language & graphics...

© 2020 Promotional Products Association International

PPAI ONLINE  
Education

68

---

---

---

---

---

---

---

---

## Step 6

### The Hook



© 2020 Promotional Products Association International

Photo: courtesy of Pixabay

PPAI ONLINE  
Education

69

---

---

---

---

---

---

---

---

### The Hook

So, we have sent the first message out to the audience.

The challenge now, is to break through the clutter of 6000 messages your audience is bombarded by every day.

© 2020 Promotional Products Association International

PPAI ONLINE Education

70

---

---

---

---

---

---

---

### The Hook

We do that by choosing the right medium for the message, right?

Promotional product break through the clutter like no other media.

© 2020 Promotional Products Association International

PPAI ONLINE Education

71

---

---

---

---

---

---

---

### The Hook

Once you have hooked their attention with the product, that just gives you enough good will for them to begin listening to your story.

But you already created that in the planning stage, right?

Remember the journey?

© 2020 Promotional Products Association International

PPAI ONLINE Education

72

---

---

---

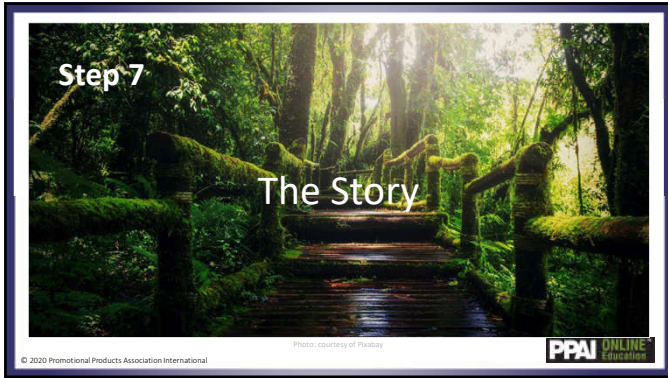
---

---

---

---





73

---

---

---

---

---

---

---

---



74

---

---

---

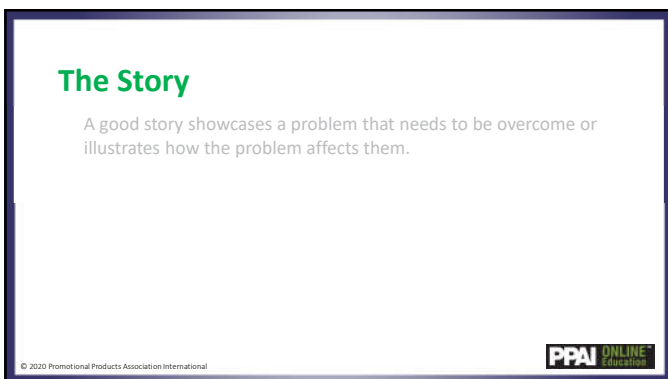
---

---

---

---

---



75

---

---

---

---

---

---

---

---

## The Story

It clearly describes a vision of what the solution could be.

© 2020 Promotional Products Association International

PPAI ONLINE Education

76

---

---

---

---

---

---

---

---

## The Story

It helps your audience envision themselves at a successful conclusion.

© 2020 Promotional Products Association International

PPAI ONLINE Education

77

---

---

---

---

---

---

---

---

## Step 8

### The CTA

© 2020 Promotional Products Association International

Photo: courtesy of Pixabay

PPAI ONLINE Education



78

---

---

---

---

---

---

---

---

## The Call to Action

If you are going to be successful, you have to ask your client's audience to do something.

That is the call to action. You will have created this with your client in the audience journey.

© 2020 Promotional Products Association International

PPAI ONLINE  
Education

79

---

---

---

---

---

---

---

---

## The CTA

You mapped their journey in the planning stage, so you knew what you were going to ask them, where you would ask them and what you wanted them to do first, then next, until you reached a successful conclusion together.

© 2020 Promotional Products Association International

PPAI ONLINE  
Education

80

---

---

---

---

---

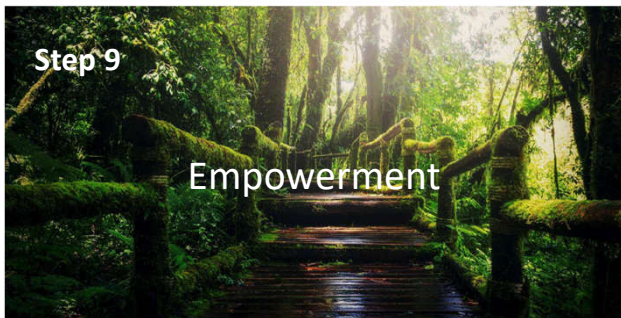
---

---

---

## Step 9

### Empowerment



© 2020 Promotional Products Association International

Photo: courtesy of Pixabay

PPAI ONLINE  
Education

81

---

---

---

---

---

---

---

---

## Empowerment

So, now you may have your audience aware of the issue, and they're all hyped to do something.

But if their path isn't clear, and easy, the initial excitement will wain and they will get distracted by something else.

© 2020 Promotional Products Association International

PPAI ONLINE  
Education

82

---

---

---

---

---

---

---

---

## Empowerment

But, you already created the resources to make their path clear and easy during the planning stage when you mapped their journey, right?

You laid out the steps they needed to take, you anticipated their questions, as well as the friction points that may keep them from acting.

© 2020 Promotional Products Association International

PPAI ONLINE  
Education

83

---

---

---

---

---

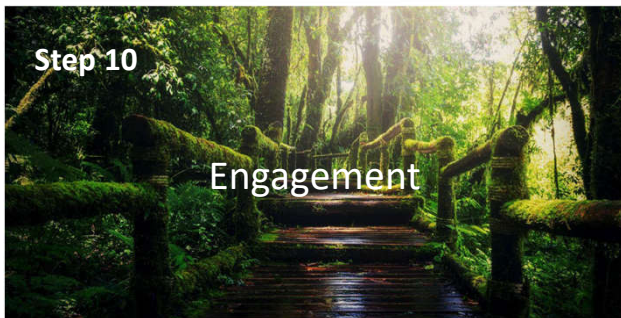
---

---

---

## Step 10

## Engagement



© 2020 Promotional Products Association International

Photo: courtesy of Pixabay

PPAI ONLINE  
Education

84

---

---

---

---

---

---

---

---

## Engagement

They have taken a few steps and your client is seeing progress, but you need to keep them motivated. How?

© 2020 Promotional Products Association International

PPAI ONLINE Education

85

---

---

---

---

---

---

---

## Engagement

Incentives. There is nothing like a carrot to keep people working towards a goal, and promotional products make excellent carrots.

© 2020 Promotional Products Association International

PPAI ONLINE Education

86

---

---

---

---

---

---

---

## Step 11

### Recognition

© 2020 Promotional Products Association International

Photo: courtesy of Pixabay

PPAI ONLINE Education

87

---

---

---

---

---

---

---

## Recognition

Some people always do more than others.

It's time to recognize your hero's and keep the rest motivated.

88

---

---

---

---

---

---

---

---

## Recognition

Who do you recognize:

- Advocates
- Donors
- Volunteers
- Champions

89

---

---

---

---

---

---

---

---

## Step 12

## Results

90

---

---

---

---

---

---

---

---

## Results

This is where you prove your worth to your client and keep them loyal for life.

© 2020 Promotional Products Association International

PPAI ONLINE Education

91

---

---

---

---

---

---

---

## Results

- reveal success against KPI's
- provide insights
- identify pivot points

© 2020 Promotional Products Association International

PPAI ONLINE Education

92

---

---

---

---

---

---

---

## The Process:

- Goal
- Audience
- Journey
- Message
- Vehicle
- Hook

- Story
- CTA
- Empowerment
- Engagement
- Recognition
- Results

Photo: courtesy of Pixabay

© 2020 Promotional Products Association International

PPAI ONLINE Education

93

---

---

---

---

---

---

---



94

---

---

---

---

---

---

---

---



95

---

---

---

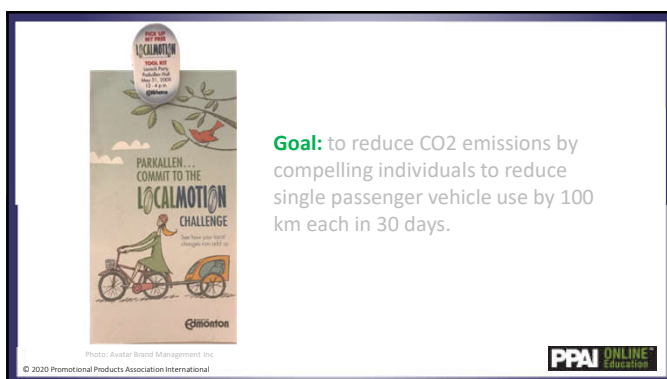
---

---

---

---

---



96

---

---

---

---

---

---

---

---



2
Audience



Photo: PPC Image Awards

© 2020 Promotional Products Association International
PPAI ONLINE Education

97

---

---

---

---

---

---

---

---



The Neighborhood  
Of  
ParkAllen

Photo: Courtesy of Pixabay
PPAI ONLINE Education

98

---

---

---


---

---

---

---

---



Diverse Demographic

- families
- retired
- students

Photo: Courtesy of Pixabay
PPAI ONLINE Education

99

---

---

---

---

---

---

---

---

### 3 Journey



Photo: PPC Image Awards

© 2020 Promotional Products Association International

PPAI ONLINE  
Education

100

### Awareness

#### ➤ Mailer



© 2020 Promotional Products Association International

PPAI ONLINE  
Education

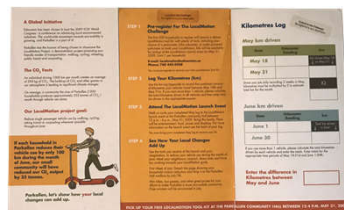
101

### Introduction

#### ➤ Mileage Log

#### Incentive

#### ➤ Tool Kit & Free Bus Pass



© 2020 Promotional Products Association International

PPAI ONLINE  
Education

102

## Enlistment

➤ Launch Event



Photo: Loro Raffaella, City of Edmonton

© 2020 Promotional Products Association International

PPAI ONLINE Education

103

---

---

---

---

---

---

---

---

## Resources

➤ 30-Day Challenge  
(including game, mirror hangers, incentives and prizes)




Photo: Avatar Brand Management Inc.

© 2020 Promotional Products Association International

PPAI ONLINE Education

104

---

---

---

---

---

---

---

---

## Recognition & Metrics

➤ Wrap-Up Party

© 2020 Promotional Products Association International

PPAI ONLINE Education

105

---

---

---

---

---

---

---

---

## 4 Message



Photo: PPAI Image Awards

© 2020 Promotional Products Association International

PPAI ONLINE  
Education

106

---

---

---

---

---

---

---

---



Photo: Avatar Brand Management Inc.

© 2020 Promotional Products Association International

PPAI ONLINE  
Education

*"Parkallen, commit to the  
LocalMotion Challenge*

*See how your local  
changes can add up"*

107

---

---

---

---

---

---

---

---

## 5 Vehicle



Photo: PPAI Image Awards

© 2020 Promotional Products Association International

PPAI ONLINE  
Education

108

---

---

---

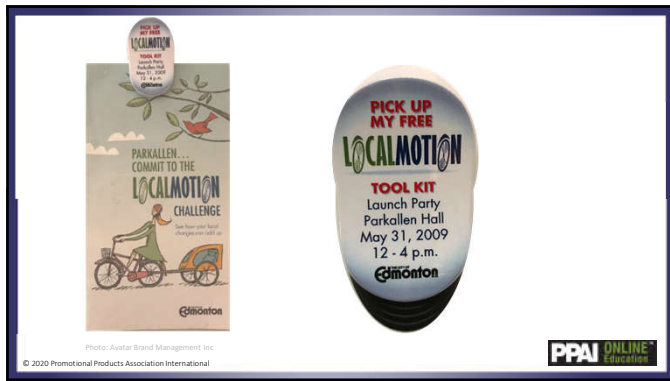
---

---

---

---

---



109

---

---

---

---

---

---

---

---

---

---



110

---

---

---

---

---

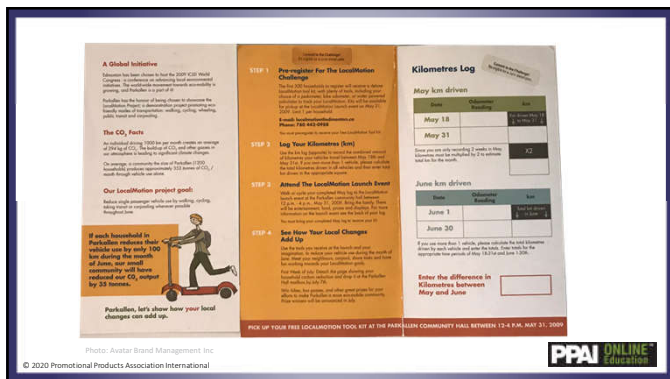
---

---

---

---

---



111

---

---

---

---

---

---

---

---

---

---

7  
CTA

Photo: PPAI Image Awards

PPAI ONLINE Education

© 2020 Promotional Products Association International

112

---

---

---

---

---

---

---

---

---

---

Kilometres Log

May km driven

Date	Kilometres	km
May 18		
May 21		
Total km for May		52

June km driven

Date	Kilometres	km
June 1		
June 30		

Enter the difference in Kilometres between May and June

Calculate your CO<sub>2</sub> reduction

My total CO<sub>2</sub> reduction in kilograms

Please print name

Street address & postal code

Photo: Avatar Brand Management Inc

PPAI ONLINE Education

© 2020 Promotional Products Association International

113

---

---

---

---

---

---

---

---

---

---

8  
Empowerment

Photo: PPAI Image Awards

PPAI ONLINE Education

© 2020 Promotional Products Association International

114

---

---

---

---

---

---

---

---

---

---



115

---

---

---

---

---

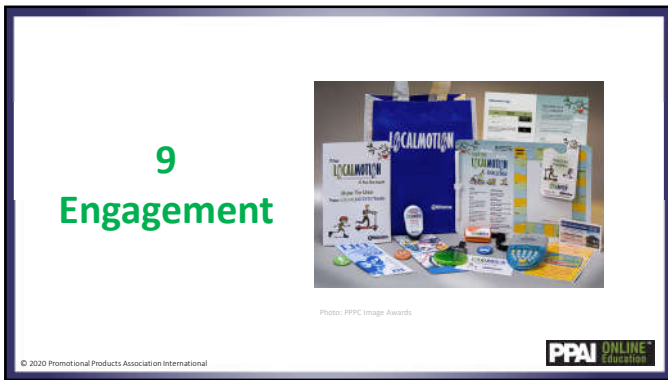
---

---

---

---

---



116

---

---

---

---

---

---

---

---

---

---



117

---

---

---

---

---

---

---

---

---

---

## 10 Recognition



Photo: PPAI Image Awards

© 2020 Promotional Products Association International

PPAI ONLINE  
Education

118

---

---

---

---

---

---

---

---



Photo: Asstar Brand Management Inc

© 2020 Promotional Products Association International

PPAI ONLINE  
Education

119

---

---

---

---

---

---

---

---

## 11 Results



Photo: PPAI Image Awards

© 2020 Promotional Products Association International

PPAI ONLINE  
Education

120

---

---

---

---

---

---

---

---





Photo: Avatar Brand Management Inc.

© 2020 Promotional Products Association International

**PPAI ONLINE Education**

**Results:** Approximately 12% of the community participated in the 30- day challenge.

The average km reduction was 400km (250 miles). That was 4X the target.

Estimated CO2 reductions exceeded four metric tonnes. (4.4 tons)

PPPC National Marketing Award:  
Second consecutive gold in green marketing

Recognized by current and future mayor

121

---

---

---

---

---

---

---

---



Photo: courtesy of Pixabay

© 2020 Promotional Products Association International

**PPAI ONLINE Education**

**Q & A**

122

---

---

---


---

---

---

---

---



Presented by

**PPAI ONLINE Education**

**How to Create Promotions That Make a Difference**

David Betke, BA,

dave@dobettermarketing.com

© 2020 Promotional Products Association International

123

---

---

---

---

---

---

---

---