

01527 877724
www.diamondbranded.com



EST 1988

HELP US HELP YOU

JUST A FEW QUESTIONS...

Previous Experience

Have you invested in Promotional Products / Merchandise Previously?
let us know if you can remember and if you were impressed with the product or
had a disappointing experience with product or print quality or a poor service.





The Future - Let's explore some alternatives

I have seen the following promotional items and think that they might work for us...

(Example: Executive Metal Pens, House Shaped Coasters)

I really dislike these items they won't work for us...

(Example: Cheap Plastic Pens,)



Now for the fun
Who are you trying to Impress / Attract
Engage / Thank

(example, Young Professionals that work in Finance, Mature Students with Nursing Degrees, General Family interest, Charity Contributors)



Realistic Elements

What is your plan for gifting your promotional products out to your audience.

(examples, handing over at exhibition stand, sending out with my sales team to gift to clients, including in a goodie bag with new brochure)

Have you set yourself an overall budget for the promotional spend?

(example; we are looking for 250 items at no more than £2.50 per item)

Do you know how many promotional items you would ideally need?

(example, 200 visitors coming to my event, x 200 gift bags)

Are you open to exploring the spend across one or more items?

(example, Budget items- Volumes of pens for mass giveaways, Mid Range Executive metal pens for key accounts)



Timescales

Do you need to take delivery of your promotional items in time for an Event / Exhibition / Marketing Campaign / Event Sponsorship?

(Example; card holders needed for mailing campaign in June or Exhibition season starts in September)



Your Brand

Your Brand Guidelines / Logo / Brand Colours.

Please let us know ideally if you need your logo printed in multiple colours as per your brand, (if this applies) or if you are happy to explore a 1 colour option to reduce costs.

(It's really helpful for us to understand if we can explore a more cost effective route for print)

**Thanks for taking the time to
think it over, now let us do
the work!**

