

Keeping Our Distributors In-The-Know

GIVING BRANDED PRODUCTS...

Advantages and Benefits

Have you ever received a branded product such as a Coleman® Cooler or a totes® umbrella as a promotional gift? Were you more impressed receiving a name-brand product over a non-branded gift?

AC6225 Coleman® 24 Can Party Stacker™ Cooler

totes® Auto Open/Close Umbrella



It is a fact that when a customer is given a product that carries a recognizable brand, the initial impression is highly favorable. At Vitronic Promotional Group, we believe in our brands. We carry totes® umbrellas,

Coleman® Coolers, Flexi-Freeze™ Coolers and MagneticMark Bookmarks. A branded product is recognizable by its logo, packaging, color, and the construction of the product. Most successful products keep those factors consistent so that they will stand the test of time. Consider this: the Coleman® Metal Ice Chest was created in 1954 and is still one of the best selling products in their cooler line.

When given one of these branded products, a consumer understands the benefits of using the brand. For example, when a customer is given a Coleman® cooler, they know the items that they place in this high-quality cooler and later share with their family and friends are guaranteed to be kept cold. The consumer is given this impression due to the marketing message and

penetration of this brand in the retail world. The benefit in giving a branded product is that the recipient is more impressed than if they had received a non-branded product. As Laura Savard and Mark Gallagher write... "A brand is an experience that lives at the intersection of promise and expectation."

In fact, receiving a branded product will start creating brand loyalty because of the performance of that product.

For example, when you buy or receive an auto open umbrella from totes® umbrellas, you know that when you press the auto open button, the umbrella will open up automatically to give you the coverage that you need.

Since consumers may look at a product's brand as an important value-added feature, it can command higher prices. Even if a non-branded product is of the same quality, customers feel more confident about the purchase or gift of a branded product resulting in loyalty for years to come.

You can be certain that there are many advantages and benefits to choosing a branded product for your next promotional product campaign.

FT816 totes® Stormbeater™ Auto Open Folding Umbrella

