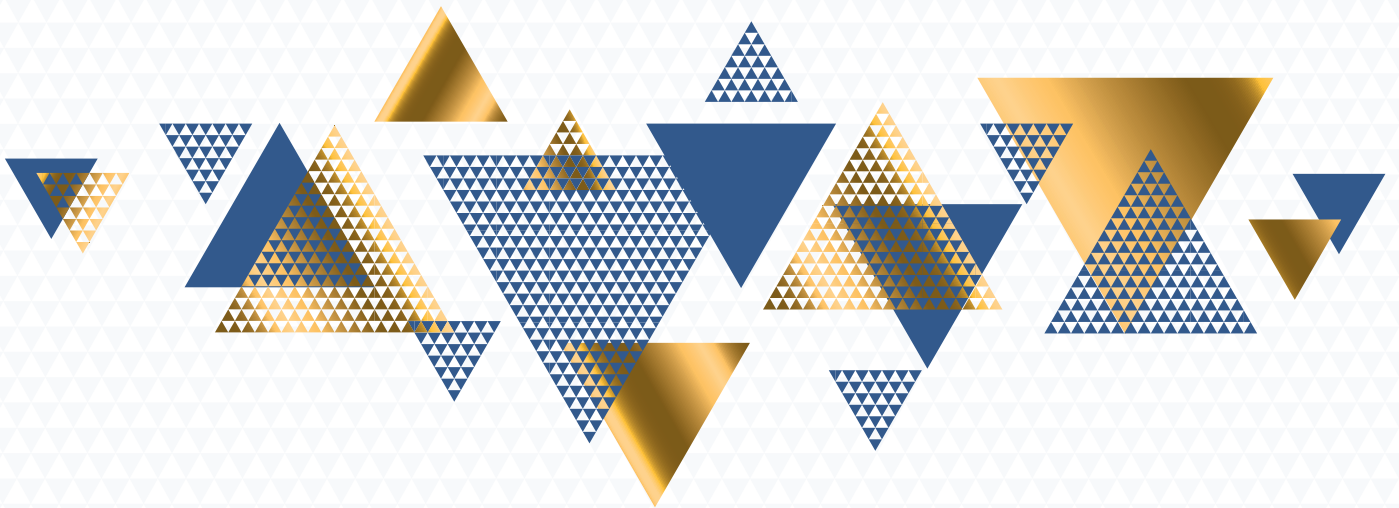


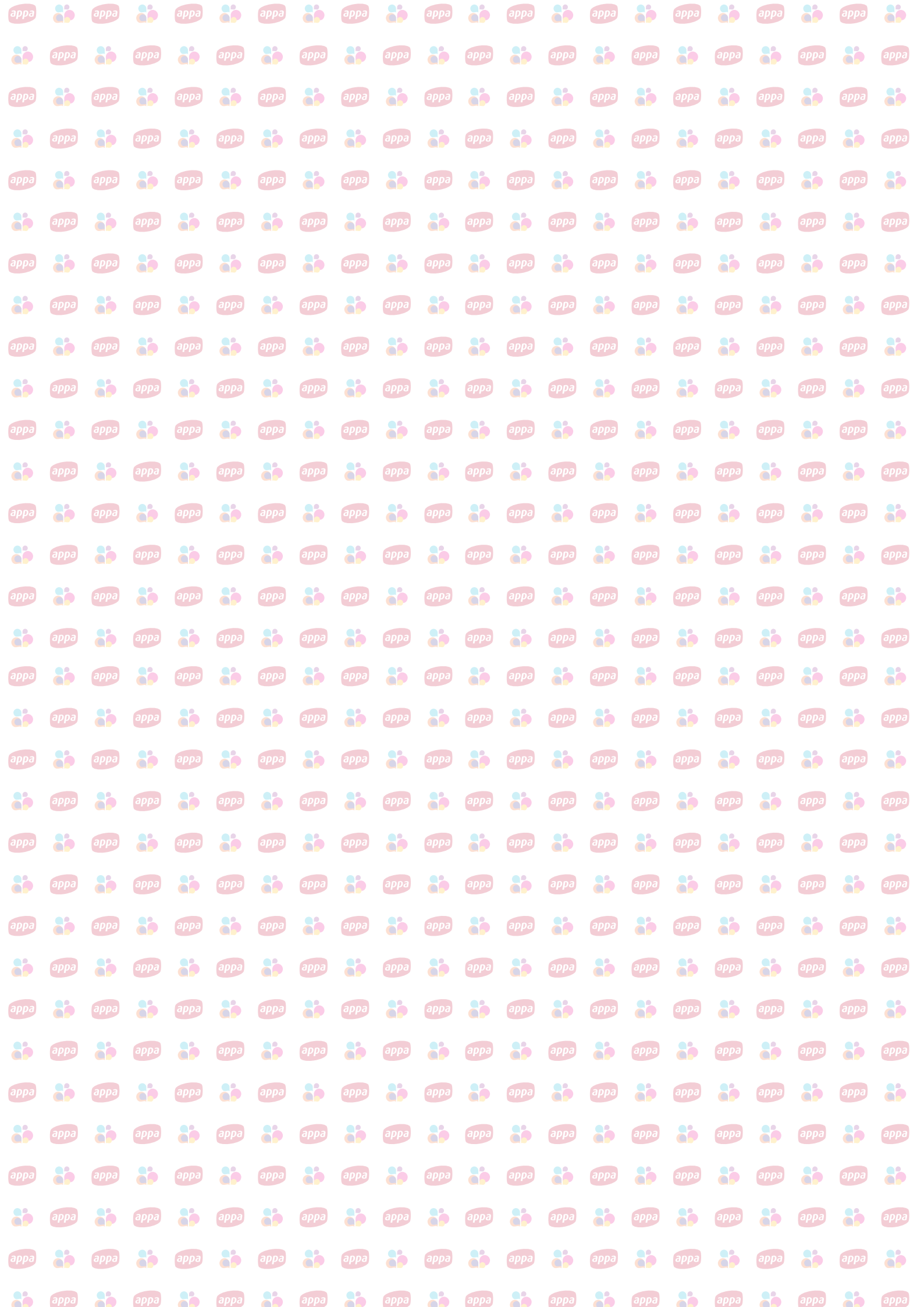


AUSTRALASIAN PROMOTIONAL  
PRODUCTS ASSOCIATION

# 2018 APPA AWARDS



Australian Awards for  
Promotional Products  
Marketing Excellence Guide





“Winning an APPA award has added brand strength for self-promotion, strategic pitches, supplier recognition and industry awareness has also provided a sense of pride in our employees.”

“The benefits of entering the awards are two-fold. Firstly, it’s a great morale boost for our staff and clients following the time and effort they invest in each project. Secondly, publicly leveraging wins is great PR for our merchandising business.”

“Winning an APPA Award has cemented our position as a leader in the promotional products industry. The industry awards offer us an opportunity to promote ourselves as a leader in our field.”



# APPA Awards for Promotional Excellence

The APPA Awards for Promotional Excellence celebrates the most creative part of our industry recognising the outstanding use of promotional products in business and marketing programs.

Proving the value of promotional products marketing as a means of driving brand activation, the award winners used a unique range of promotional products to drive strong engagement and profile elevation.

## About APPA

The Australasian Promotional Products Association (APPA) is the only professional trade association specifically for the promotional products and promotional marketing industry in Australasia that advocates for, educates, and facilitates business in a region that turns over approximately 2 billion and employs approximately 20,000 people. APPA Members represent over three quarters of the leading and most influential promotional product professionals in Australasia. APPA was established to promote the development, integrity, professionalism and creativity of the advertising form dedicated to promotional products and marketing ensuring good business practices and the highest industry and community standards. APPA represents Members in Australia, New Zealand, and the Pacific Islands where each Member must follow a strict Code of Conduct to be permitted membership.

## Promotional Products Work

### **APPA research shows:**

- » 90% of large corporates use promotional products to increase brand awareness. The next most popular reasons were: adding value to attendees at events or activities, reinforcing brand value, connecting with consumers and creating a way to stand out from competitors.
- » 84% agreed promotional products offer value for money and 81% said the suppliers they had worked with, understood their business needs. Being proactive, creative and innovative was also highly regarded (70%+ agreed).
- » According to the Global Advertising Specialties Impression Study, promotional products are one of the most high-impact, cost effective advertising mediums. Consumers who receive a promotional product will typically give them to someone else when they are finished.
- » Across Australasia, studies show on average that individuals have seven promotional products in their homes and/or offices.

### **According to research, recipients of promotional products have a significantly positive opinion of a business through:**

- » Increase in positive overall image
- » More positive perception of the business
- » Higher likelihood of recommending the business
- » Higher likelihood of patronising the business
- » 58% of respondents keep a promotional product anywhere from one year to more than four years.
- » Endless array of options – with hundreds of suppliers across Australia and New Zealand, there are thousands of promotional products that can fit any budget. Having a variety of options allows for greater flexibility when planning out a marketing campaign of any size.
- » Today's consumers expect brands to reach them on a personal level. What better way to connect with consumers at these events than with promotional products?

**To find out more go to: [www.promotionalproductswork.com.au](http://www.promotionalproductswork.com.au)  
or [www.promotionalproductswork.co.nz](http://www.promotionalproductswork.co.nz)**



# Platinum Award for Overall Excellence

APPA's Platinum Award for Overall Excellence is awarded by the judging panel to the award entrant considered as the stand out of all the awards, recognised for their excellence.

## Campaign: Promotional Forecaster

### Company: Sister Kate Marketing

At Sister Kate Marketing we pride ourselves on delivering creative, attention grabbing, promotional products.

We believe it is important to illustrate our creative and imaginative take on products by sending memorable and unique items to our clients featuring our branding.

The strategy of this promotional campaign was to cement our position in our client's minds as a company that has a creative, fun and playful approach to our work whilst still delivering items that are well designed and convey a message through the messaging and product selection.

We wanted to produce a desk item so that our logo is always front of mind for our clients, but we understand that desk space is at a premium, so it needed to be an item that was useful as well as beautiful to look at. When we saw the weather station we loved the design and after testing it and discovering that the predictions it gives are accurate we knew it was the perfect product for us. The clean wooden base has a large printable area – perfect for both our logo and URL.

We sourced a gloss box that was the perfect size to hold the item in place. We printed a line of copy on the lid that piqued interest and gave a small clue as to what was inside. Inside the box was a custom printed paper piece with instructions for using the weather station. Finally, the box was filled with shredded red paper and nestled in it was the weather station. The complete unit was delivered via courier to our clients.

The product lent itself to numerous puns which was another avenue to show our humour and to integrate all the elements together in a witty and fun manner.

Our self-promotion campaign was an overwhelming success. With 100% engagement from recipients, most of whom called on the day they received it and many who sent photos of the cloud on their desks.

All feedback was positive: A lovely surprise that we hadn't anticipated is the ongoing discussions it has created with many clients referring to what their cloud is predicting each time we talk to them. Sale volumes and referrals from recipients continue to increase and we have been asked to quote on the product for three of our clients who would like to use it as part of their promotions.

## What the Judges Said:

*"Logo is definitely front and centre on people's desks with this product. It's quirky and different, but also very useful and inspires curiosity, so I imagine it would be kept around for a long time."*

*"Great results based on customer feedback."*

*"Clearly defined brief in terms of solidifying brand positioning and strengthening existing client relationships."*

*"Product offered functional value. Its placement on a desk would have ensured that at a minimum the weather station would have been checked once daily, reminding the client of the Sister Kate brand."*

*"Strong engagement results from existing customers."*

*"The product really delivered on the brief of offering a creative attention-grabbing product."*

*"A very creative idea executed beautifully."*

*"A great way of continuing to engage with clients and to maximise the sales potential."*

*"Nice and neat. Keep-able and playful. On brand."*







# Event Merchandising

**Campaign: Oz Comic Con Merchandise**

**Company: Sweet Memories Promotional Gifts**

In 2016, we were approached by Reed Pop to assist with the Oz Comic-Con merchandise store.

They were seeking a more eye-catching, must-have feel to add value to the Oz Comic-Con range, which was previously quite limited. By aiming to offer high-end, quality merchandise to appeal to a diverse age range of consumers, across a variety of budgets, one of Reed Pop's clear goals was to boost sales.

One important aspect of the client's brief was that the products needed to be produced locally – the only possible way to work with artwork that would only be ready one month before the required delivery date. Another key factor was that the Marvel t-shirts needed to be produced within one week of receipt of the final, approved artwork.

Both Australian Comic-Con shows saw a marked improvement on the 2016 performance of t-shirt/promotional merchandise sales. By choosing us to look after their merchandise and uniform needs, the client had the confidence and trust to give us full control to guide them through the process. The fact that we were able to make significant decisions without direct input from the client meant that we saved them stress and precious time in an already demanding schedule.

## What the Judges Said:

- "Concept matches with brief and is quite high quality in look and feel. I feel that this merchandise would be appealing to the crowd."*
- "Great results demonstrated, and also year on year."*
- "Clear client brief regarding merchandising requirements for Oz Comic-Con, as well as how these were achieved in the time frame."*
- "Good description of effort and journey made to improve quality standards (including printing) and fulfil client's need for a range of merchandise. Great care was taken to ensure quality standards were met."*
- "Client trust was developed relinquishing control to the service provider speeding up the process."*
- "A large range and variety of merchandise developed to support the needs of the client for this event."*
- "The commitment to quality that saw the company suggest new suppliers and the ensure the quality of the designs were right. The creativity behind running different print options to extend the range was another strong idea that worked well."*
- "Strong sales results for the events speaks to the success of this campaign."*





# Limited Budget

**Campaign: Dolly's Dream**

**Company: Stickers and Stuff**

Dolly Everett was the victim of bullying, and tragically ended her own life at the young age of 14. Stickers and Stuff were approached by Dolly's uncle two days before her funeral in Katherine, Northern Territory, and asked to supply stickers that could be distributed to mourners.

The stickers were produced in time to be handed out at her funeral as a keepsake and reminder of Dolly's life and her message #speakevenifyourvoiceshakes. Within hours of the funeral we were asked to supply more stickers and to sell them from our Facebook page, as the family were overwhelmed by the response and multitude of requests to purchase stickers and support Dolly's cause.

This campaign has gone from an original order of 500 stickers to distribute on the day, to subsequent orders for stickers and other products for fundraising purposes, contributing to a nationwide campaign for the now Dolly's Dream Foundation. It is proof of the effectiveness of branded items and the humble sticker, which has enabled thousands of people to express their feelings about Dolly's death, support her family, and turn her message into a legacy to help prevent the tragedy of youth suicide happening in other families.



## What the Judges Said:

- "Interesting and different brief with specific time frames and logistics commitments."*
- "Simple, effective, fits the brief. Very well targeted."*
- "The fact that the foundation was born out of this initial merchandise is huge praise and recognition. Good metrics around the results as well. Amazing results for such a simple campaign."*
- "Clear briefing of client's needs, that Dolly not be forgotten."*
- "The hashtag created powerful messages which evolved into fundraising for a foundation."*
- "Amazing extension of sticker concept to other products to raise awareness and feed into fundraising activities for foundation. Social media viral activity impressive for such an inexpensive item with a powerful emotive message."*
- "While a simple brief the execution on this was perfect, not to mention fast."*
- "While a simple concept, the power from the simplicity really drove the results. The fact that a foundation was born out of the simple idea of sharing a powerful message is fantastic."*
- "For a foundation to grow out of a simple request for some stickers, and to then go on and raise money to support a cause, this is an incredible result."*
- "This is more than just stickers - it is the start of a social campaign and a catalyst for a bigger activity."*
- "An activity that has had a profound impact on a human cause. There is huge emotional equity in this activity. That aside, this campaign shows both the value and agility of 'promotional products' that help a very clear and definite outcome."*

*Dolly's*   
*Dream*

#dollysdream

#doitfordolly

#speakevenifyourvoiceshakes





# Merchandise/Catalogue Programs

## Campaign: Airbnb Asia Pacific Merchandise Program

### Company: APD Promotions

Airbnb is a US-based global company that has achieved phenomenal rapid growth in almost every part of the world. They needed an Asia Pacific-based supplier who could provide a complete solution for their merchandise program within the region, and who would provide consistent branding and production of high-quality merchandise from conception to manufacturing with minimal delivery time and on-demand ready supply.

The client required a merchandise range that resonated with their staff and contractors in different parts of the Asia Pacific region (including A/NZ), and upheld their brand image. The products needed to be practical, appealing and high-quality while meeting a range of budget requirements. Airbnb also required ad hoc items to celebrate their anniversary and other events in more than 23 countries.

The project required a complete solution for Airbnb encompassing design, production, warehousing and delivery across the Asia Pacific region. The online platform was developed to be easy to use for both the client and their contractors, to view and order merchandise 24/7 from across the region. APD Promotions also provided an online chat facility on the store that allowed clients, staff and contractors to seek clarification about their orders through the online purchase experience.

The Airbnb Online Merchandise Store (OMS) was developed with centralised warehousing and fulfilment in China that was able to meet the need for fast delivery across the

Asia-Pacific region (and around the world). It was essential that the supplier had a deep understanding of customs regulations for smooth delivery into complex markets that have stringent import requirements, thus proper logistics planning became a critical factor to ensure timely delivery, most especially into remote parts, in an efficient manner.

The program was able to deliver substantial cost savings on merchandise while providing quality items that fit the brand image. The development of an Asia Pacific store with the establishment of a centralised warehouse and fulfilment solution significantly reduced international freight costs while providing a reduction in delivery lead times.

The setup and implementation of the Airbnb merchandise program has been a great success story. The client has been extremely pleased with the overall management and delivery of every aspect of the program. Consistent strong positive feedback and testimonials from different regional offices of Airbnb are testament to the success of the project.

## What the Judges Said:

*“Good overview of client’s requirements as well as time frames.”*

*“Really strong results here, definitely a success.”*

*“Great objective outcomes. Client testimonial validation as to satisfaction with performance.”*

*“Great solution well executed and managed for the client.”*

*“Outstanding results for the client and from this campaign.”*

*“These are really good results!”*







# Not for Profit Promo

**Campaign: Daniel Morcombe Foundation Corporate Presentation**

**Company: The Branding Office**

The Branding Office was commissioned to produce a vehicle to help the Daniel Morcombe Foundation deliver its message to key corporate and government contacts.

The foundation gets little government funding, and this was their first major step into the corporate arena in search of sponsorship.

Their key criteria was cut through, they wanted to stand out from the crowd, and a product that could continue to sell their vital child safety message.

The Branding Office supplied the foundation with an A5 LCD Brochure, utilising four high impact videos.

This would give them the perfect vehicle, to first of all stand out from a standard sponsorship proposal and by using video it allowed for instant recognition and connection with decision makers.

The Branding Office created multiple quick start buttons on the presentation. This allowed the viewer to go on a real journey, from an introduction with Bruce and Denise Morcombe, to an Achievement video which highlighted the real facts and figures behind the program. An Education video was hosted by Channel Seven's Kay McGrath and this took the viewer through a more in depth look at the national programs being rolled out. The final video and the most powerful was victim of crime statements from young Australians that have been helped by the foundation.

"It was a real honour to be involved in this project. Bruce and Denise are a remarkable couple and to be trusted with anything to do with their late son's foundation is a real privilege." said Justin Veivers the owner of The Branding Office.

Bruce Morcombe added, "We would like to thank Justin and Jodi Veivers at The Branding Office for their help in bringing our Daniel Morcombe Foundation Corporate LCD brochures to life.

The brochures have become a great piece of collateral for the foundation to use when speaking with a wide range of groups in Australia. From corporate clients to government officials, we feel the brochure really showcases our work and the journey we are on.

Justin and Jodi have been tremendous supporters of our organisation over the years and they are a trusted business associates of the foundation."

The brochures have been used to help successfully gain a large grant from the Queensland Government, which will go towards the building of The House for Daniel a permanent home for the Daniel Morcombe Foundation and their Keeping Kids Safe Program.

## What the Judges Said:

*"Great way to communicate an in-depth and emotive topic."*

*"Great results from this campaign, very strong outcome from simple execution."*

*"High quality and provides very clear messaging."*

*"A really great interpretation and solution for the brief."*

*"I think this is a great concept and delivery on the content to the target audience. Very professional and well executed."*

*"Strong results from the campaign. Very impressive."*

*"Good exploration of alternative communications."*





# Business to Business (B2B)

**Campaign: MYOB Inspiration Pack**

**Company: Chilll Promotions**

We wanted to produce something personal, an item that could inspire or have some meaning with everyone; something that would be kept and referred to or used. We didn't want this giveaway to be thrown away! Hence the evolution of the Box of Inspiration. This little MYOB branded box contained 12 famous inspirational quotes each on a separate card, packaged up with a small card holder stand. The designer was briefed to produce a set of cards, with each card carrying its own unique message, that could stand alone or equally slot back inside the rest of the pack. The cards were also designed using the MYOB brand (including secondary) colours as was the box, which also had a gradient of the logo on the cover to maximise brand awareness and reach.

We had an awesome response for the inspiration box, with positive feedback from the client and repeats orders. The inspiration box did exactly what it was designed to; It created brand awareness, it supported the theme of the event- 'Success is Personal' and it proved to be a giveaway that people wanted to keep. The popularity of this product was evident on social media, receiving various mentions and shared posts which further facilitated MYOB's brand reach.

## What the Judges Said:

*"I can imagine many people would keep these on their desk, it's very on trend! These are also highly branded, which fits the bill well."*

*"Repeat orders and internal requests, as well as social media outcomes were strong indicators of success."*

*"Great idea to combine MYOB brand with inspirational quotes. Halo effect of positive emotions with brand."*

*"Metrics for success include number of re-orders and posting of product on social media which is a good metric of behavioural engagement."*

*"Would have added to the value of the product"*

*"Reordering of the products by the client speaks to the success of the campaign."*

*"Definitely on brief, simple and engaging."*

*"Really simple but great quality."*







# Consumer Programs/GWP

## Campaign: Get Vestive!

## Company: Inck Merchandise

V Guarana Energy Drink is unique and renowned for its cheeky, quirky sense of humour and its positive, full-of-life attitude.

The key goals of the campaign were to drive the brands penetration and drive the physical availability of V during the important Xmas selling period, engaging target shoppers in an irresistible way. The team set out to develop a compelling, National, tactical shopper campaign to excite retailers and drive the physical availability of V Green and link to the brand idea of “Me + V = A slightly better version of Me”. And what better way to do this than with a brilliantly developed, branded merchandise item!

To do this, the concept had to strongly appeal to the V Target Consumer of 18-24 yr olds.

In an age where everything is image-crafted, looking daggy for a day can be very liberating. Xmas is a time where we all have license to embrace our inner Nerd - even the cool kids.

Introducing THE V ESTIVE SEASON!

Christmas is ugly jumper season...in America and Europe. NEWSFLASH!!!...we come from a land down under where Summer is one big heat wave and we throw shrimps on the barbie! Which is why V is chopping off those sweat inducing sleeves to bring you the ultimate Christmas vest. We're making you look a bit (a lot) better this Christmas!

We wanted to reward as many V consumers as possible and give a realistic chance of getting a Vestive Vest and also create a prize that was great quality and lived up to the hype. Therefore, a critical goal was to consider these objectives and balance quantity and quality.

The solution? an Instant Win Mechanic with 2001 ugly vests up for grabs. Delivered via a unique code on the V packaging, the campaign ran from the 1st November to the 15th December 2017. A Vestive Microsite was created, and all consumers had to do was purchase an V to enter and importantly, all winners would receive their prize before Xmas Day!

Over 67,500 entries were received - for the chance to win a prize worth \$50! This was an outstanding result as it exceeded entries for previous promotions with major money-can't-buy prizes.

Over 63% of entries were from the 18-30 yr old age group - V's “bullseye” consumer.

The Vestive Vest as a unique and desirable apparel item was a great link to the brand idea of: Me + V = A slightly better version of me.

## What the Judges Said:

*“GREAT idea. Product is eye catching, different, and hits the target market Is relevant for the time of year, both being festive and short sleeved, rather than long sleeved as traditional jumpers are. Great play on words with the V of the vest. Good quality and would definitely be kept for each year I think.”*

*“Strong results demonstrated by number of entrants and the number in the target demographic.”*

*“Clearly stated and defined metrics provided as indicators of success.”*

*“Appeal to 18 to 24-year old is high as demonstrated by the outcomes. The concept is entertaining and funny which is likely to appeal to this age group particularly males who are the largest consumers of energy drinks.”*

*“Personal wear congruent with tag line V + Me.”*

*“Obvious appeal to target market as indicated by number of entries. It also increased volume of sales.”*

*“There were clear goals set by the client and articulated in the brief.”*

*“A really well thought through and creative response to the brief, in line with the season and the target market.”*

*“Good results in a very competitive space.”*

*“Love it.”*







# Distributor Self Promotion

## Campaign: Promotional Forecaster

### Company: Sister Kate Marketing

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We believe it is important to illustrate our creative and imaginative take on products by sending memorable and unique items to our clients featuring our branding.

The strategy of this promotional campaign was to cement our position in our client's minds as a company that has a creative, fun and playful approach to our work whilst still delivering items that are well designed and convey a message through the messaging and product selection.

We wanted to produce a desk item so that our logo is always front of mind for our clients, but we understand that desk space is at a premium, so it needed to be an item that was useful as well as beautiful to look at. When we saw the weather station we loved the design and after testing it and discovering that the predictions it gives are accurate we knew it was the perfect product for us. The clean wooden base has a large printable area - perfect for both our logo and URL.

We sourced a gloss box that was the perfect size to hold the item in place. We printed a line of copy on the lid that piqued interest and gave a small clue as to what was inside. Inside the box was a custom printed paper piece with instructions for using the weather station. Finally, the box was filled with shredded red paper and nestled in it was the weather station. The complete unit was delivered via courier to our clients.

The product lent itself to numerous puns which was another avenue to show our humour and to integrate all the elements together in a witty and fun manner.

Our self-promotion campaign was an overwhelming success. With 100% engagement from recipients, most of whom called on the day they received it and many who sent photos of the cloud on their desks.

All feedback was positive: A lovely surprise that we hadn't anticipated is the ongoing discussions it has created with many clients referring to what their cloud is predicting each time we talk to them. Sale volumes and referrals from recipients continue to increase and we have been asked to quote on the product for three of our clients who would like to use it as part of their promotions.

## What the Judges Said:

*"Logo is definitely front and centre on people's desks with this product. It's quirky and different, but also very useful and inspires curiosity, so I imagine it would be kept around for a long time."*

*"Great results based on customer feedback."*

*"Clearly defined brief in terms of solidifying brand positioning and strengthening existing client relationships."*

*"Product offered functional value. Its placement on a desk would have ensured that at a minimum the weather station would have been checked once daily, reminding the client of the Sister Kate brand."*

*"Strong engagement results from existing customers."*

*"The product really delivered on the brief of offering a creative attention-grabbing product."*

*"A very creative idea executed beautifully."*

*"A great way of continuing to engage with clients and to maximise the sales potential."*

*"Nice and neat. Keep-able and playful. On brand."*

*"Magnificent."*





# Promotional Product Innovation and Design

**Campaign: Fulfil Promotional Truck and Furniture**

**Company: 1800ForPromo**

The client brief was to re-create a promotional vehicle and furniture solution that as a result will create an on-ground presence for the Fulfil Vitamin and Protein Bar brand while exhibiting at the Australian Fitness Show. This was a great event to promote the brand.

The promotional truck and furniture are to be used at other promotional opportunities that may arise in the future.

The Fulfil promotional truck and furniture were an absolute success at the fitness expo creating a presence that stood out from other exhibitors at the event.

Clientele travelled from Europe to see the finished product and commented that the result far outweighed their expectation and they were extremely happy.

The traction that the truck and furniture generated at the fitness expo was fantastic, with many consumers at the expo commenting on the Fulfil stand being the standout exhibitor at the expo. Since the expo we have sent furniture interstate so that Fulfil can create awareness Australia wide.

By using bright Fulfil brand colours (PMS Yellow 130c and the multi-colour stripe pattern) and creating an eye-catching promotional van and colourful display furniture immediately drew the curious customers into the stand to look closer at the product and sample the protein bars. The roaming trays allowed the Fulfil team to roam the expo and invite the consumer to taste the different protein bar flavours and create awareness of a protein bar that tastes delicious.

## What the Judges Said:

- “ Good brief that outlines the client needs and what needed to be included.”*
- “ Clear briefing with the objective of increasing awareness.”*
- “ Interesting means to gain access to target market. Offers high visibility.”*
- “ The execution of this hits on the brief and delivers a well-rounded concept”*
- “ The creativity to take a rundown truck and convert it into not only a visual, on brand element, but a working and safe one that met regulations was a great effort.”*
- “ The execution of this campaign was nicely integrated.”*
- “ Bang on brief, and really well executed.”*



# In Hard Economic Times Promotional Products Provide Affordable, Accountable, Measurable Advertising

Now more than ever, marketers need to reward and build brand loyalty. It is important to continue to acknowledge and thank clients, employees and suppliers.

Marketers spend \$1.5 – \$2 billion dollars (AUS) a year on promotional products for one reason, they work.

- » 52% say their impression of a company is more positive after receiving a promotional product.
- » 76% recall the name advertised on the product.
- » 55% keep the item for more than one year.
- » Nearly 50% of recipients use them daily.
- » 52% of people do business with a company after receiving a promotional product
- » Spend less, achieve more and remind people about the benefit of doing business with you.

## Promotional Products in the Home:

How many people have at least one promotional product in their kitchens? 91%

How many have 2 or more in their kitchens? 81%

In fact, the kitchen is the #1 place people use and keep their promotional products. (People spend on average 3-5 hours a day in their kitchens)

## Promotional Products in the Office:

How many people have at least one promotional product in their offices? 74%

How many have 2 or more in their offices? 59%

In the work place, more than half of people hold onto their promotional product from 1 to more than 4 years.

## Reach & Recall:

- » 71% of business travellers surveyed reported receiving a promotional product in a 12 month period.
- » 7% of this group had the item on their person.
- » 56% of people kept their promotional product for more than one year.

How effective are Promotional Products in staff retention, motivation and brand interest?

- » 75% of Human Resource managers surveyed are using promotional products in recognition programs.
- » 72% of marketing and HR managers said that promotional products are very effective in motivation and retention of staff.

- » 100% of advertisers said that adding a promotional product returned a favourable response to their campaign.
- » 69% of advertisers said promotional products increased brand interest and 84% said it created more favourable impressions of the brand itself.

## Understanding the medium:

- » A product is just a product, until it is linked with a promotion, it then becomes an advertisement.
- » The most successful advertising campaigns are the result of a planned strategy.
- » Throwing products at your target market without that planning is a waste of your marketing dollars.
- » The product is only one component in the whole campaign.
- » The creativity used to get a response is the key to increasing profits and promoting brands.

## Successful campaigns require:

- » Strategic 'logistical' and 'emotional' roll out.
- » Action engagement triggers.
- » Data collection analysis.
- » Technical logo application knowledge.
- » Creating the difference between a 'passive' and 'active' promotion.

For over 30 years APPA has represented the regions of Australia, New Zealand, and the Pacific Islands.

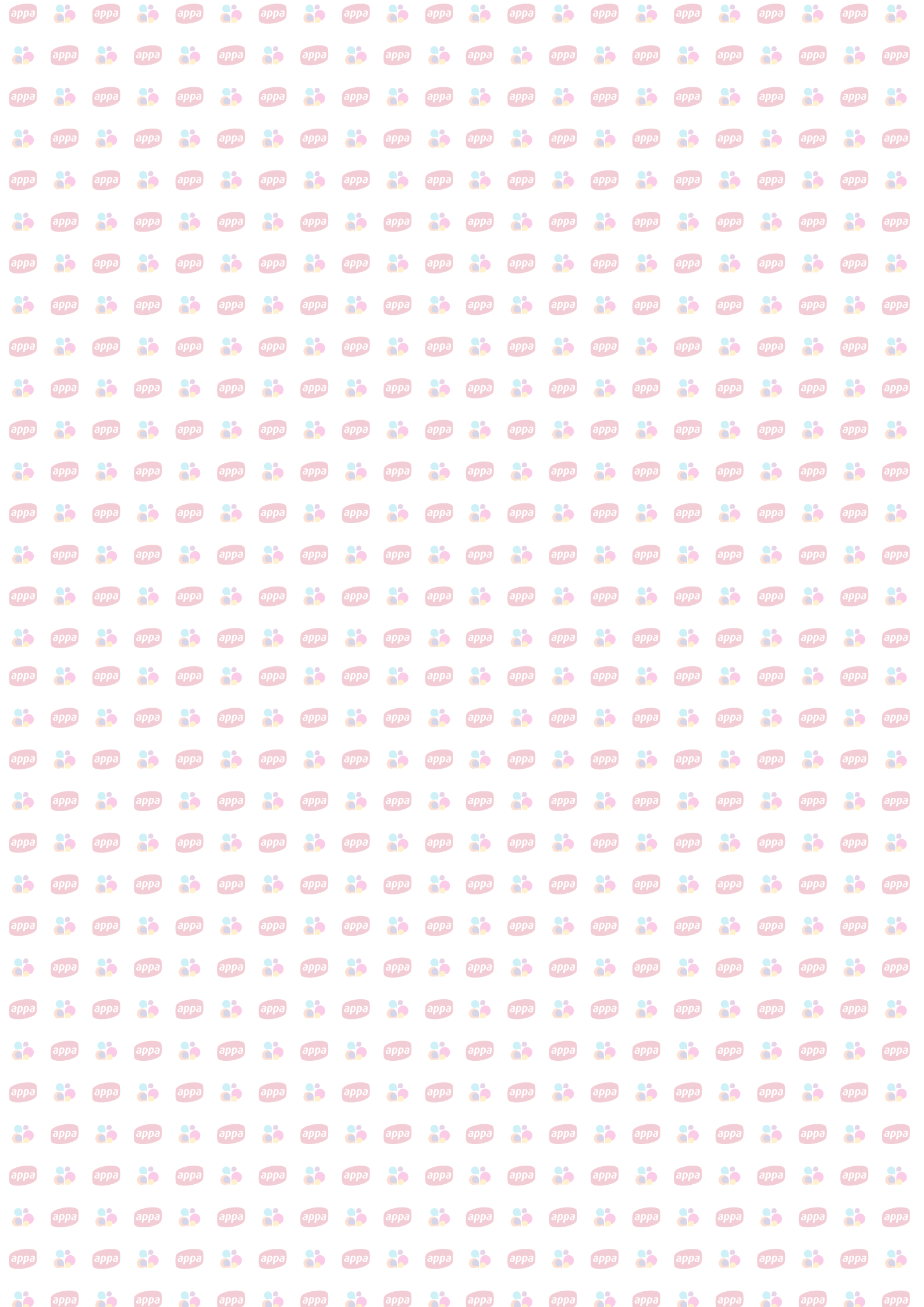
APPA members now include over 800 of the top promotional product professionals in the region.

APPA promotes the development and good standing of that segment of the advertising industry which is concerned with the manufacture, distribution and application of promotional products in accordance with business practices and ethics which meet the highest industry and community standards.

APPA provides their members with a Code of Conduct, training and education, purchasing pricing advantages and yearly acknowledgement of promotional excellence through their annual awards.

APPA is a proud, founding member of the International Federation of Promotional Product Associations (IFPPA) and they promote professionalism, ethics and communication throughout the worldwide multi-billion dollar promotional industry.





## CONNECT WITH APPA HQ ON SOCIAL MEDIA

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 [youtube.com](https://youtube.com)



1800 MY APPA (1800 69 2772) Australia | 0800 45 1117 NZ  
Suite 7, 407 Canterbury Road, Surrey Hills, VIC 3127  
[www.appa.com.au](http://www.appa.com.au) | [www.appa.co.nz](http://www.appa.co.nz)  
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