

GIFTING MARKETING MATERIALS

Everyone loves free stuff, particularly when it's presented in the fashion of a well-presented gift. The American Technion Society had amazing marketing materials, filled with captivating colors, fun fonts and cutting edge data on the latest technology that was crafted and designed out of the Technion - Israel Institute of Technology. The question was how could we get them into the hands of people so they would engage with these outstanding booklets, brochures and fliers. Guests and attendees would invariably pick one up out of curiosity to have a look or show a friend, but there was so much more potential. The rate of engagement was low. That's when I came up with gifting marketing materials.

Presenting well-designed gift bags that would feature three key marketing materials we wanted to promote, along with special gifts inside was my angle. I tracked down bright red crisp beautiful gift bags with exotic Asian calligraphy on them to hold the materials and grab people's attention. I contacted local retailers to see if they had something promotional to offer. There were many gift possibilities to include, but not too many as to be distracted from the marketing materials. The approach to presenting marketing materials at events had been the same for years: old-school style laid out on tables, without any angle. I was about to give it a new-school twist.

It was a great success. Not only did everyone leave with our materials after an event, the presentation and splash of color brightened the room and created a buzz. Anticipation built as each event progressed, and curiosity was created. Guests were thanked for coming and given a gift bag as they left to go home. "What was in the bag?" That was the million-dollar question.

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