



Connect With Custom Gifts

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**GIVE YOUR BUSINESS
A PROMOTIONAL PUSH**

BRAND BRILLIANCE

Whether you call it swag, branded merch, or promo products, the vendors offering these items seem as abundant as the products themselves. From tumblers to wireless speakers, businesses can decorate almost any product with their brand. But finding the perfect items to represent your brand can be a challenge.



Selecting the right promotional products is like finding the perfect outfit – it needs to fit your brand and make a statement. Businesses typically rely on a combination of internal and external resources to select the promotional products that meet company goals.



Common company goals look to improve the following:

- Brand recollection and recognition
- Customer loyalty and satisfaction
- Marketing ROI
- Employee morale and engagement

BUILDING A CONNECTION TO YOUR AUDIENCE

According to a Journal of Consumer Marketing study, branded merch can strengthen a customer's emotional connection to a brand. Take, for example, Peloton.



Peloton created brand ambassadors with the Century Club shirt program, where members who reached their 100th ride received a free branded Century Club T-shirt. As their marketing strategy has shifted, they now offer branded "Milestone Apparel," which continues to drive customer loyalty and revenue.

As a company that thrives on increasing subscribers, Peloton used branded merchandise to celebrate the loyalty of waking up every morning and jumping on the bike. The power of connecting with custom gifts can be a game changer for your brand when executed strategically.



IDEATION AND CREATIVE SERVICES

Selecting a partner that excels at ideation and creative services in the print and promo industry is critical. While companies can use their internal resources such as its marketing department or sales team to generate ideas, typically the best plans come from a collaboration between internal and external resources.

Distributors in the print and promo industry often have partnerships with manufacturers and suppliers to source products in alignment with a company's brand. But, keep in mind ideation and creative services are more than the promo product selected. It's about the creativity of execution. Think about the Peloton example. The goal was to build brand loyalty, which in turn sustains subscriber revenue for the company.

VERTICALLY INTEGRATED DISTRIBUTOR

Myron is the only international vertically integrated factory direct distributor. That means Myron sources products directly from manufacturers and decorates them in house using various imprint methods. While other distributors may be limited with their creative services and execution, Myron has a lot more flexibility to execute because they have greater control of product quality and the process—from sourcing to distribution.

With Myron, companies save time and money, get highly creative brand impactful execution, all while meeting their goals.



WAYS PROMO CAN HELP YOUR BUSINESS

- Build loyalty
- Create brand awareness
- Recognize employees
- Improve customer experience
- Differentiate among competitors
- Attract an audience
- Improve event participation
- Generate memorable impressions
- Incentivize for repeat business
- Get new customers
- Encourage purchases
- Boost employee pride
- Retain talent
- Strengthen company culture
- Improves sales and referrals

Let us help you meet your goals through brand impactful promo.

Call us at 1-800-526-9766.