



Responsibly Sourced Items Make Impactful Giveaways

Challenge

In preparation for tradeshow and recruitment events, a key client of Taylor Promo was looking for giveaways that aligned with their sustainability initiatives.

Solution

Taylor's promotional marketing team sourced products that would be useful and impactful to tradeshow attendees, all in brand-compatible colors. The team not only chose a reusable, compactable bag for carrying event items, but also imprinted it with a large QR code to make an added impression and drive people to the company website. Accompanying the bag giveaway was a modern bamboo grip pen branded with the client's logo. Other options chosen by the client to complete the giveaway, included a glass water bottle, lanyard, lip balm, flower seeds, and a silicone straw case – all with sustainable ties.

Results

The giveaways were well received at the event and the company has placed repeat orders based on the positive experience.



SUSTAINABILITY

Each item had a unique story and use to promote the sustainability message.



BRAND BUILDING

The prominent QR code made it easy to connect with the business.



PROCESS EFFICIENCY

Reorders are fast and easy for Taylor's internal manufacturing department.



TRUSTED PARTNERSHIP

Taylor sourced quality in-house products for immediate availability and quick turnaround.