



BRAND CANDY

checklist for success

1. What is the GOAL of my giveaway?

(i.e. Recognize employees, onboard new hires, gather new leads, increase visibility?)

2. What MESSAGE do I want to send?

(Does this particular event have a theme, do you want to express your brand's personality or do you want to advertise a specific service?)

3. How MANY people will be at my event and is the total delivered price in my BUDGET?

(Have a budget range in mind and consider how many items are needed. Nothing is worse than running out after the first hour OR drowning in extras at the end. Be sure to allow for taxes and shipping costs.)

4. Does the DELIVERY DATE work for me?

(A clearly communicated in-hands date is most important to ensuring that your merchandise arrives on time. Allow time to find the perfect something and ideally order a sample, have the item actually produced and be shipped from the factory. If you need your items in a hurry, justask for rush production options.)

5. Have I decided what information (logo, url, phone, etc) I need as part of MY BRANDING on the item?

(With your giveaway's goal in mind, think about what call-to-action or imprint is needed. Keep in mind that imprint sizes vary and smaller items will have correspondingly small imprint areas.)

6. Do I have a HI-RES VECTOR LOGO and do I know my corporate branding guidelines and PMS colors?

(As a good brand steward, corporate branding guidelines can keep you on course. A vectorized logo allows for your logo to be sized as needed and its integrity maintained throughout the printing process.)

Quick List

- Item Color?

- Imprint Color?

- Quantity?

- Ship-to Address?

- In-Hands Date?

*Stuck? Confused?
Reach out -
we're here for you!*