

Making the Most of Merchandise

Merchandise, also known as promotional products, can be used to build top-of-mind profile and to influence the recipient's perception of the organisation, for example as a provider of quality services, dynamic, innovative, accessible, etc.

When planning your organisation's promotional products, think ahead to ensure that your merchandise offers maximum impact, fits within the organisation's objectives and budget, and is available when it is needed.

Before any merchandise is produced, a thorough justification should be developed, and merchandise should be selected according to the following considerations:

- Who is the recipient of the promotional product?
- Where/how will the merchandise be used?
- Where/how will people receive the merchandise?
- What is the objective of distributing the merchandise?
- What is an appropriate price bracket for the merchandise?

Merchandise which makes an impact typically has some or all of these features:

- Novel or unique;
- High-quality;
- Appropriate to the circumstances in which it is distributed;
- Encourages repetitive and long-term use;
- Encourages circulation amongst colleagues or family; and
- Encourages contact with the organisation.

The following list will assist you in estimating the organisation's merchandise requirements for the year:

- Identify the events and circumstances where the organisation would like to offer merchandise, eg golf day, performances and concerts, seminars, proposals etc;
- Agree appropriate merchandise items;
- Estimate the quantities needed; and
- Audit the current range of merchandise, and estimate additional merchandise items needed.



Merchandise Checklist

Event/Circumstance:	Date:
<p>1. Recipient:</p> <ul style="list-style-type: none"><input type="radio"/> VIP<input type="radio"/> Executive/Manager/Senior Personnel<input type="radio"/> Other	
<p>2. Category of use:</p> <ul style="list-style-type: none"><input type="radio"/> Business<input type="radio"/> Sporting<input type="radio"/> Personal	
<p>3. Circumstance of delivery:</p> <ul style="list-style-type: none"><input type="radio"/> Event, _____<input type="radio"/> Meeting<input type="radio"/> Postal	
<p>4. Objective:</p> <ul style="list-style-type: none"><input type="radio"/> Raise profile<input type="radio"/> Influence perceptions of firm<input type="radio"/> Encourage contact	
<p>5. Cost:</p> <ul style="list-style-type: none"><input type="radio"/> High unit cost (>\$50 per unit)<input type="radio"/> Medium unit cost (\$16 - \$49 per unit)<input type="radio"/> Low unit cost (\$4 - \$15 per unit)<input type="radio"/> Giveaway (<\$3 per unit)	
<p>Merchandise ideas:</p>	