

The Top 4 Reasons... Advertising and Marketing Efforts Are Failing Today!



INSIDE:

- REACH YOUR TARGET AUDIENCE
- INCREASE ROI
- BRAND THE RIGHT WAY
- AVOID PR DISASTERS

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Reason #1

Not Knowing How to Reach a Target Audience.

- Advertisements can change the way individuals view products.
- Research shows that branded promotional products have a more permanent message, and reach more people for a fraction of the cost of traditional advertising.
- Women make 85% of all brand purchases.
- Nearly 60% of all women will perceive an advertised product negatively if it clutters their web viewing.
- Women are also more likely to leave a website that appears cluttered.

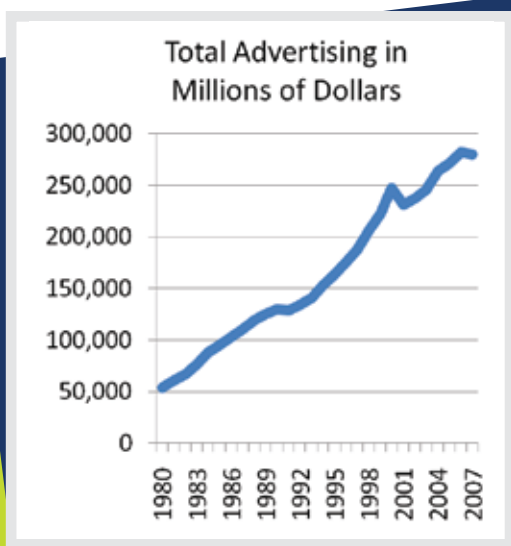
How well are businesses adapting to the needs of their target audience?



Reason #2

Paying More for Less ROI.

- In 1980, businesses collectively spent \$53.5 Billion on advertising.
- In 1997, that increased to more than \$279 Billion - an increase of 421%
- Even in 2011, with a struggling economy, marketing budgets showed large increases over 2010 budgets.
- Businesses are spending more and more for advertisements that are less effective.



Internet Advertising Expenditures, Compilation of sources (Cohen, Galbi, etc.), 9/14/08.

Why is it costing so much?

Experts have discovered that there are two main sources for the majority of wasted advertising.

1. Advertising the wrong message accounts for \$30 Billion annually.
2. Having the wrong timing accounts for \$20 Billion more.

Industry Identifies Fifty Billion Dollars In Ad Waste: Wrong Messages, Wrong Timing, Advertising Research Foundation cited by Media News Daily, 9/21/04.

Reason #3

Ineffective Brand Strategy.

Industry experts have identified the top three branding mistakes as follows:

1. Inconsistent Corporate Identity
2. Poor Visuals
3. Lack of Brand Controls

Lack of brand control?

- Many companies confuse their audience by using different logos and taglines.
- Allowing multiple departments to make branding decisions jeopardizes brand integrity and creates additional expense for the company.
- Choices made by unqualified buyers may put companies at risk.



Reason #4

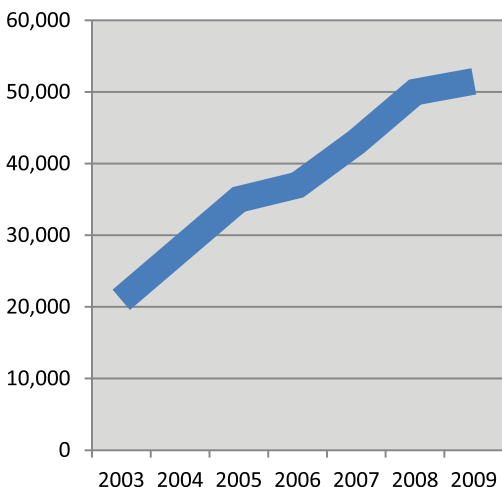
Public Relations Disasters.

- The number of incidents reported to the Consumer Products Safety Commission has been increasing at a rapid rate.
- Promotional products continue to be a source of an increasing number of safety incidents reported.

Why do PR disasters happen?

- Using multiple disjointed vendors
- Purchasing promotion items over the Internet and not investigating overseas manufacturers
- Not building safety management into contracts

Number of Consumer Product Safety Incidents Reported



Source: US Consumer Product Safety Commission, November 2011.

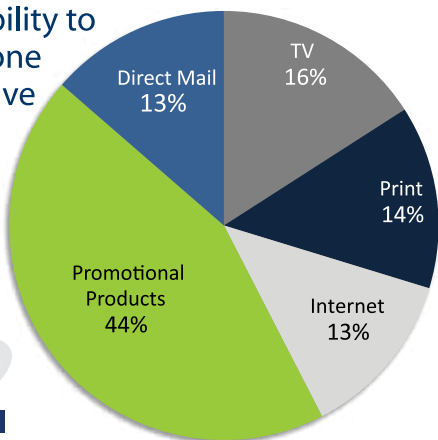
How To Achieve Success Where Others Are Failing?

Change your Brand Strategy:

- Corporate Branding is changing and companies need to find ways to differentiate their brand from the competition.
- Targeted promotional marketing is fast becoming the medium of choice because of its strong pulling power.
- Today, more and more companies are using dimensional direct response advertising to achieve marketing objectives.

Focus On Targeted Marketing to Build Relationships and to Motivate

Promotional products are the medium with the greatest ability to provide someone with an incentive to take action.



44% of Consumers Favor Promotional Products

How to Achieve Brand Success

- Promotional products stimulate all 5 senses simultaneously.
- 55% of people keep promotional products for more than 1 year.
- Nearly 50% of people use them daily.
- 76% of people can recall the name advertised on the product.

Why is Promotional Marketing so Effective?

- Know your target audience
- Focus your marketing message on your customer
- Initiate branding controls
- Enlist the help of a Brand Marketing Specialist



How to Find the Right Partner

Look for a vendor...

- you can **TRUST**
- that offers marketing program solutions
- that has international purchasing power

Look for more than just a product vendor – look for a **Strategic Promotional Marketing Partner.**

WHY HALO BRANDED SOLUTIONS?

- Industry leader in promotional products for nearly six decades.
- Dedicated 250 member corporate service team with decades of knowledge and experience.
- Personalized attention from an experienced Brand Marketing Specialist.
- Comprehensive product safety and social compliance.

HALO Branded Solutions specializes in brand management for clients with a national presence and global reach. Let us bring our experience, expertise, and value to you. Experience the HALO difference - **Innovation, Trust, and Strength.**



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