

Promotional Gift Award 2021

Writing stories

The Promotional Gift Award has been distinguishing creative products and convincingly implemented campaigns in the field of haptic advertising annually since 2003. As award winners, the suppliers, distributors and agencies, whose items stand out from the masses and which thus underline the innovative power of the industry receive plenty of internal and external attention with a huge PR benefit.

Good marketing not only comprises of pure information, it also addresses its recipients from a deep level and arouses emotions. In particular abstract and complex contents can be made more graphic and more experiential using sensual boosters. Promotional products are especially suitable for this purpose: They send out multisensory – but at least tactile and visual – signals, which verifiably ensure that the recipients recall the messages more readily. And they tell stories among other things through their respective creation processes, which can correspond excellently with the brand philosophy and communicative contents of promoting companies.

The *Clear Transparent* ballpoint pen of Ritter-Pen demonstrates what form this can take on in practice and how the chosen material alone produced great storytelling effects: Together with the responsible promotional products agency, the writing instrument specialist turned an actually inconspicuous writing instrument into a role model of an environmentally-friendly advertising messenger for the drugstore chain dm, by using discarded goods separators, in other words plastic waste of the dm subsidiaries, for the production instead of regular ABS plastic. The themes resource saving and recycling were thus impressively visible and tangible.

P.A.C. also offers haptic advertising messages that have plenty to tell about environmental protection: The *Ocean Upcycling* multifunctional scarves are made of Seaqual™ yarn, which is won

to 100% from plastic fished out of the sea. Companies that implement these scarves are actively contributing towards cleaning the world's oceans and can use the innovative product story for their own marketing purposes.

A special edition, which the promotional products agency Crimex created in commemoration of the Supercup game between Eintracht Frankfurt and Bayern Munich in 2018, is also based on the upcycling trend. The special feature: The bags and pouch that were jointly designed together with the DFL German Football League were made from original banners that decorated the fan curve during the game. The result were unique souvenirs as an expression of true fan affection.

Prizeworthy

These three examples not only have their high communicative potential in common, they also belong to the 45 award-winning items of the Promotional Gift Award 2020. The award has been conferred annually by the Cologne-based media service provider and event organiser, WA Media (publisher of the trade magazines *Werbeartikel Nachrichten*, *eppi magazine*, *Promotion Products* and *HAPTICA®* as well as organiser of the HAPTICA® live) since 2003. In the form of this industry distinction, particularly creative and exciting marketing ideas in the realisation of premiums, gifts, promotional items and co. receive the ac-

knowledgement and publicity they deserve. The internationally-acclaimed award is presented in the categories Premium Products, Give-aways, Communicative Products, Merchandising, Best Practice, Custom-made Designs and Customising Technologies.

Once again this year, promotional products manufacturers, importers, designers and consultants as well as advertising agencies and marketing departments are called upon to submit their creative work in the field of haptic advertising. The deadline is November 27, 2020. All entrants, who are quick off the mark and register their products by September 30, can profit from a reduced early bird fee (180 instead of 220 Euros).

Companies that are distinguished with the coveted industry prize can use winning the award for their own storytelling and write history themselves. The winning products will be exhibited at the HAPTICA® live '21 on March 17, 2021 at the World Conference Center Bonn. On top of that, WA Media grants the winners free PR with a media value of 3,000 Euros.

www.promotionaward.com



PROMOTIONAL GIFT
AWARD 2021

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Costs

For registration up until October 31, 2020:
220 Euros.
For registration up until November 27,
2020: 250 Euros.
(plus the legally applicable VAT respectively)

Entry deadline

November 27, 2020

Presentation of the award-winners

During the HAPTICA® live '21 on March 17,
2021 at the World Conference Center Bonn.

Information on the jury members
can be found at:

www.promotionaward.com

