

The right product for the right purpose: Flaunt's guide to getting it right.

It's not easy to get it right. Putting your brand on a corporate or staff gift that is inappropriate or doesn't fit is a common mistake and, unfortunately, it's a mistake that stays around for the life of the product.

Take away the subjectivity and guess work. Here's a simple guide to choosing the right gift for your customer or staff incentive:

Customers

1. Are mainly male? Are mainly female?
2. How do they perceive your brand? (pick the one that applies the most)

<ol style="list-style-type: none"> a. Solid, reliable b. Innovative c. Fun, youthful 	<ol style="list-style-type: none"> d. High tech e. Helps make their life easy f. Convenient
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3. Choose three items from this Flaunt catalogue that best match the brand perception from your answer to No. 2 above. For example, if your brand is perceived as solid and reliable, choose the weather station, Carl Jorgen clock or Executive compendium.

A
B
C

Now, put each product to the test! Tick the descriptions that best suit your company needs and what sort of statement you want to make with the branded corporate gift. The one that scores the most ticks goes to number one on your list.

Product Description	Product A	Product B	Product C
It is different from previous corporate gifts provided by your company			
There is good branding space available to display your logo			
There is a colour option that matches your brand identity			
It will be useful to your customer on a regular basis			
It fits your corporate gift budget			
It makes a strong statement about your brand			
It can be packaged economically and is cost-effective to deliver			
It is long lasting and memorable			
Your customer is likely to keep it			



Staff Incentives

1. Staff are mainly male? Mainly female?
2. How do you want to portray your brand? (pick the one that applies the most)

<ol style="list-style-type: none"> a. Solid, reliable b. Innovative c. Fun, youthful 	<ol style="list-style-type: none"> d. High tech e. Helps make their life easy f. Convenient
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3. Choose three items from this Flaunt catalogue that best match the brand perception from your answer to No. 2 above. For example, if you want your brand to be seen as fun and youthful, choose the Bohemia radio, rotating clock or portable DVD player.

A

B

C

Now, put each product to the test! Tick the descriptions that best suit your company profile and what sort of statement you want to make to your staff about the sort of company you are or aspire to be. The one that scores the most ticks goes to number one on your list.

Product Description	Product A	Product B	Product C
It is different from previous gifts provided to your staff			
There is good branding space available to display your logo			
There is a colour option that matches your brand identity			
It will be useful to your staff member on a regular basis			
It fits your corporate gift budget			
It makes a strong statement about your brand			
It can be packaged economically and is cost-effective to deliver			
It is long lasting and memorable			
Your staff are likely to keep it			