

Promotional products



TYPE OF TOOL: **PROMOTIONAL PRODUCTS**



Goals

- ▶ **Publicity; Promote an organization, project, cause**
- ▶ **Inform; Sensitization; Call to Action,**
- ▶ **Advocacy.**



Targets

- ▶ **General public; Youth**
- ▶ **Partners; Funders, Donors, Sponsors**
- ▶ **Media**



Production Steps

Promotional Products are a passive medium for promoting an organization's image and projects. They are good way to help people remember a message, slogan, or a logo on an on-going basis.

DESIGN

Creating promotional products is not complicated. First decide on what type of product and the target audience. There are a wide range of product options available, among them: pens, cups/mugs, bags, T-shirts, USB flash drives, caps, school notebooks, etc. The more 'original' the item the more attention it will attract. But not all products are suitable in all contexts so you need to make the selection based on how the product is used and the target audience. Think about combining the practical (e.g., a pen) with pleasure (an attractive writing instrument). In addition, the products selected should reflect the spirit of the organization. For example, an organization promoting MPAs (marine protected areas) or an organization advocating for environmental

protection should, in principle, have products made that meet certain environmental criteria.

PRODUCTION

Not all information can be put on a promotional product. The three essential elements (which can be placed accordingly) are: 1) Visual Identity (logos, colors, slogans; 2) Contact Information (for the organization) and 3) Message. The product design will make all the difference so choose a good graphic designer for translating the concept. Be sure to proof the draft model of the product before giving final Approval for Printing. In terms of cost, the larger the quantity ordered, the lower the cost. However, don't order more than necessary.

Key points

Make use of a good graphic designer and a good printer. If possible, have someone designated as the main contact person. Do not choose the products based seeing them in a catalogue but only after actually haven seen/held the item so as to verify the quality. Think about storage of the items.



Content

Logos; Colors; Contact information; Slogans; Messages

MESSAGES

Short and concise messaging, slogans, call for action, fundraising.

IMAGES

Use according to available space and the message, using appropriate images.



Distribution

The dissemination of advertising objects must be made strategically and selectively, for example, to offer as a gift to partners, funders, etc. Opportune times to do so are during seminars, workshops, visits, exhibitions and expos. Promotional products are generally given away for free, but they can also be used for fundraising.



Indicators

- Number of promotional products fabricated
- Number of distributed
- Number of sold
- Number of distributed/number in stock
- Number of items requested for reprint/reorder

Examples



- **Oceanium's School Notebooks**
See the Examples Worksheet and the document
- CSRP's promotional products:
Caps, T-shirts, jackets, USB flash drives

EXAMPLE Student notebook

OCEANIUM NOTEBOOK

Context

Oceanium is a Senegalese NGO created in 1984, intervening in Senegal and the bordering countries. Its main mission is the promotion of environmental protection (forest, ocean, city), environmental education, eco-tourism, and underwater diving. For several years now it has conducted programs about marine wildlife protection and fighting to end the practice of overfishing.

Type of Tool

Publishing

Language

French

Technical Characteristics

A double-sided noted book, ruled, not perforated, 22 x 16.5 cm, 96 pages; On the front and back cover pages, a visual of the ocean; the second and third pages feature a "Q n A" (questions & answers).

Targets

- Youth
- General Public

Geographic scope

International (French Speaking)

Key Messages

- "Let's protect marine resources!"
- Stop the fishing of Juvenile fish!
- The sea is not a garbage can!

Usability



Use over time



No indication of time-bound dates; Information is generic.

Replicability*



Goals

- Provide information about fishing, ocean pollution.
- Raising awareness about the campaign to fight against fishing juvenile fish and also about ocean pollution and stopping throwing waste in to the sea.
- Education.



- Clear and visible messages on the first and last cover page
- This tool and messages are adapted to address the target audiences with Questions and Answers well-integrated.
- Contact details included.



* Replicability: Capacity to be reproduced as is or with few modifications for another organization and/or to be replicated (reprint, copy, etc.)