

Use of Promotional Products

In Public Health Laboratories



Promotional products are items or tokens used to promote a company or as a means of communicating with a target group. These items are usually imprinted with a company logo or design. They are usually small and inexpensive but can range to larger, more expensive items.

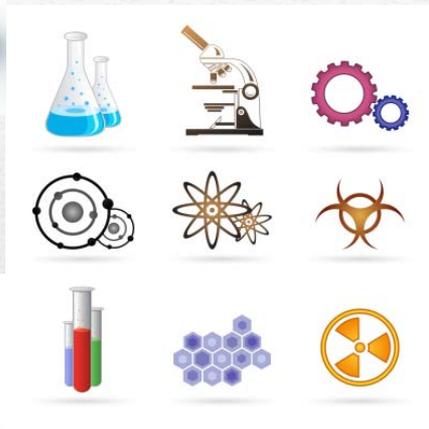
What are Promotional Products?

- Voluntary repeated exposure, recognition and retention
- Effective way of promoting the laboratory
- Cultivate goodwill in your community
- Build an image
- Get attention for your laboratory
- Laboratory awareness
- Express appreciation to employees



<http://mrg.bz/sG6mFE>

Why use Promotional Products?



- Career days
- Open Houses
- Laboratory tours
- Outreach visits
- Community events
- National Medical Laboratory Professionals Week

When to use Promotional Products

- The use of promotional products is most effective when the target audience is specifically identified. Your target audience is the **general public**.
- Items can then be selected to appeal to that audience – creating a positive response and eliminating waste distribution.
- Use the product to move the **general public** to some sort of action – inquire about more information, visit your website, etc. to increase awareness.

Target Audience

- Create a theme for all products that will be recognizable and related to your laboratory.
- The best promotional products will be those that are used everyday.
- Select items that have staying power. Fad and novelty items are usually discarded after a short period of time.
- Choose products that will be an extension of the laboratory and its mission.

Choice of Products

- Stickers
- Magnets
- Mugs
- Pens
- Wearable products (t-shirts, jackets, caps)
- Calendars
- Hand sanitizer
- Band-Aid dispenser
- Flash drive loaded with public health materials
- Mouse pads

Choice of Products

- Ensure that your logo is on the product clearly.
- Ensure that your website is added to the product.
- The logo should be 80% transparent, the text at 60%.
- Choose clean fonts that are easily readable.

Many websites and even promotional product companies offer free design templates for creating customized products.

Design Your Products

According to the Advertising Specialty Institute's Counselor Magazine Awards, 2010's top 20 promotional product distributors who are willing to work with your laboratory to provide a discount on promotional materials:

Rank	Distributors	Offers a discount to PHLs?
1	Staples Promotional Products	Yes
2	Proforma Contact: Jane Parsons proformajane@comcast.net	Yes
3	Group II Communications/IMS	Yes
10	Branders.com	Yes
11	American Solutions for Business Contact: Tom Perrin tperrin@americanbus.com	Yes
12	Adventures in Adversitising Contact: Larry LaRose larry@aiapromo.com	Yes
14	Tic/Toc	Yes

Companies That Offer Government Discounts

- ADVANCE Custom Promotions – <http://promotions.advanceweb.com>
- Collegiate Concepts, Inc. – <http://www.imprintitems.com>
- Positive Promotions – <http://www.positivepromotions.com>

Companies that offer Lab-Specific Promotional items

- The Association of Public Health Laboratories offers the **Innovations in Quality Public Health Laboratory Practice** grant. These funds are provided to APHL member laboratories that wish to implement innovative projects that help to define and assess the public health laboratory practice and who are able to meet the project and application requirement. Up to **\$20,000** in direct support may be awarded.

Available Funding



- Promotional products are a highly cost effective way to promote the laboratory.
- Studies continue to show that the use of promotional products can create significant company recognition.
 - Most who receive a promotional product are able to remember that product and the company.
 - Promotional products deliver much higher recall rates than television, print and online advertising.
- Type of product chosen should speak directly to the mission and image of your laboratory.
- Funding for your promotional items may be available through APHL.

Summary
