



Win a \$500 Gift Card!

Successful Promotions would like to learn more about how you use promotional products. Please fill out the following survey and fax it back to us at (215) 953-3107 by July 31, 2007. All completed surveys will be entered into a drawing for a \$500 American Express gift card.

Terms & Conditions
 July, 2007
 Prize: \$500 American Express Gift Card
 Quantity: One (1)
 No purchase required. Void where prohibited by law. You must be at least 18 years of age to participate. One (1) entry per person. Chances of winning depend upon the number of participants.
 Winner is responsible for all other costs of winning, including, but not limited to, applicable taxes. A form 1099 will be filed with the IRS, with a copy sent to the winner.
 To be eligible to win, you must complete the survey and return via facsimile (215) 953-3107 by July 31. Also, you may mail the survey to: Contest - Successful Promotions, 4800 Street Road, Trevoese, PA 19053-6698. Mailed surveys must be postmarked by July 31, 2007. Winner will be selected randomly from all qualifying participants. Winner will be awarded a \$500 American Express Gift Card. Winner will receive the Gift Card via U.S. Mail and name will be announced in Successful Promotions.
 Submitting a completed survey constitutes permission to use the winner's name and likeness for publicity purposes without further compensation.

1. What types of programs does your company engage in that use promotional products? (Check all that apply.)

- Employee incentive programs (productivity, safety, attendance, sales goals, etc.)
- Customer retention/loyalty programs
- Customer acquisition (new businesses)
- Business gifts (thank-you gifts, PR items, holiday gifts, etc.)
- Trade shows
- Trade promotions (dealers, distributors, etc.)
- Recognition programs (employee service, team or individual performance, etc.)

2. For each of the programs selected in question 1, please indicate what is most important to you when selecting promotional products. (Please check only one for each program type.)

PROGRAM	CREATIVITY	PRICE	QUALITY
Employee incentive programs			
Customer retention/loyalty programs			
Customer acquisition			
Business gifts			
Trade shows			
Trade promotions			
Recognition programs			

3. What types of promotional products/incentives do you find are the most effective in reaching program goals? Please select your top 3 types of products.

- Automotive accessories (includes keytags)
- Bags
- Books/cards/postcards/stationery/giftwrap
- Buttons/badges/ribbons/stickers/decals/emblems/transfers
- Calendars
- Caps/headwear
- Clocks/watches
- Computer-related products (e.g., mousepads, USB drives, disc holders, etc.)
- Desk/office/business accessories
- Electronics
- Food gifts
- Games/toys/playing cards
- Gift cards

- Glassware/ceramics (includes mugs)
- Health and safety products (e.g., first-aid kits, etc.)
- Housewares/tools (e.g., flashlights, knives, corkscrews, drills, etc.)
- Balloons
- Magnets
- Personal/pocket-purse products (includes sunglasses)
- Recognition awards/trophies/jewelry
- Sporting goods/leisure products
- Shirts (T-shirts, polos, button-downs, etc.)
- Textiles (e.g., umbrellas, flags, banners, blankets, etc.)
- Other apparel (jackets, slacks, ties, etc.)
- Writing instruments

- Perceived value
- Other (please specify) _____

5. Where do you currently get promotional products?

- Distributors of promotional products (a source that has access to a variety of items, such as apparel, writing instruments, gift cards or calendars)
- U.S.-based supplier/manufacturer (produces or imports item themselves and has a much more narrow product line)
- Non U.S.-based supplier/manufacturer (produces or imports item themselves and has a much more narrow product line)

4. What is your primary criteria in determining what products to select?

- Cost per person
- Return On Investment (ROI)

6 How do you place orders?

- Go to a retail (storefront) operation
- Use the Internet
- Call on the phone

7. Do you use multiple sources of promotional products or typically use just one source?

- Multiple
- One source

8. What types of service beyond procurement do you look for from your typical source of promotional products? Please check all that apply.

- Access to new products
- Creativity
- Decoration/imprinting of items
- Price recommendations
- ROI (Return On Investment) metrics

9. Please rate the effectiveness of each of the advertising mediums below. Use of scale of 1-5, with one being Very ineffective and 5 being Very effective

- 1 = Very Ineffective
- 2 = Somewhat ineffective
- 3 = Neither effective nor ineffective
- 4 = Somewhat effective
- 5 = Very effective
- ___ Business-to-business magazines
- ___ Cable network TV
- ___ Consumer & Sunday magazines
- ___ Internet
- ___ Network TV
- ___ Newspapers
- ___ Outdoor
- ___ Promotional products
- ___ Radio
- ___ Spanish language media
- ___ Spot TV
- ___ Syndicated TV

10. Do you typically have set, measurable goals that measure the effectiveness of promotional products in your programs?

- Yes
- No

11. What is your process typically for buying promotional products?

- Contact one source and request a quote
- Contact multiple sources in a bid situation
- Go through purchasing and let them procure product

12. What is your typical total order value \$ _____

13. What is your typical order size (# of items) _____

14. Please indicate the direction of each of the areas below in terms of their change from last year to what you anticipate for this year.

I = Increase D = Decrease
R = Remain the same

- ___ Use of branded items
- ___ Your anticipated total spending on promotional products
- ___ Employee incentive programs
- ___ Customer retention/loyalty programs
- ___ Customer acquisition
- ___ Business gifts
- ___ Trade shows
- ___ Dealer incentives
- ___ Recognition programs

15. What best describes your usual involvement in your organization's purchase of promotional products/incentives/awards?

- Approve/authorize purchases
- Recommend purchases
- Select/specify products services
- Involved in other way
- Not involved in purchasing

16. What one option best describes your job function?

- Human Resources
- Marketing
- Sales
- Public Relations
- Event Planning
- Advertising
- Purchasing
- Other

17. Including all locations, approximately how many people (both full- and part-time) are employed by your organization?

- Less than 10
- 10-99
- 100-499
- 500 or more

18. What type of industry are you in?

- Agriculture/forestry/fishing
- Mining
- Construction
- Manufacture of food & beverages
- Manufacture of tobacco products
- Manufacture of textiles
- Manufacture of apparel

- Manufacture of wood and products of wood, except furniture
- Furniture and fixtures
- Paper & allied products
- Printing, publishing and allied products
- Chemicals and allied products
- Petroleum and coal products
- Rubber and miscellaneous plastics products
- Leather and leather products
- Stone, clay, glass and concrete products
- Primary metal industries
- Fabricated metal products
- Industrial machinery and equipment
- Electrical and electronic equipment
- Transportation equipment
- Instruments and related products
- Miscellaneous manufacturing industries
- Transportation
- Communications
- Wholesale trade – durable goods
- Wholesale trade – nondurable goods
- Retail stores
- Eating and drinking places
- Depository and institutions
- Insurance
- Real estate
- Hotels, rooming houses, camps and other lodging places
- Personal services
- Insurance
- Business services excluding advertising
- Advertising/public relations
- Health services
- Legal services
- Educational services
- Membership organizations
- Other _____

19. What is your age?

- Under 25
- 25-34
- 35-44
- 45-54
- 55-64
- 65 or over

20. Are you male or female?

- Male
- Female

21. Name and phone number (for the purpose of the drawing only):

- Check if we can contact you for future interviews.