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Sykesville, MD 21784

## Promotional Products

Let **OCS, Inc.** assist you with any of your Promotional ideas or program needs.

In addition, we can handle any of your Direct Mail Services, Address List Development, Commercial Printing or Fund Raising requirements!

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The goal of our newsletter is to help our clients grow their business. Promotional products can increase awareness, name recognition and lead generation. Premiums will improve customer loyalty, employee morale and productivity.

*Summer/Fall 2006*

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# Promotional Times™

*Information and Ideas for Improving Sales, Image and Profits*



## Stop 'Em In Their Tracks

**T**rade shows are non-stop action, with every booth pulling out the stops to get noticed. What's the secret to trade show success? Start your promoting even before the show.

A study by Exhibit Survey, Inc. found that booth traffic increased significantly when an invitation to the booth was sent to attendees prior to the show. The most traffic occurred when the invitation was part of a gift set (a coaster before the show and a matching coffee mug at the show). In fact, the gift set attracted 61% more traffic than an invitation alone and almost three times more traffic than when no invitation was sent.

A surgical glove manufacturer sent customized baseball cards to 5,000 nurses expected to attend an upcoming convention. On the cards were surgical gloves performing in various track and field events with a short quiz on the back. At the booth, the cards were exchanged for promotional gifts bearing the company's logo and web site. Convention attendees were lined up 15-20 deep in order to participate and customer leads increased by 30%.

When selecting giveaways for your booth, remember to:

**Tie into your business.** Pick a gift that will ignite your prospect's interest and tie into your business. For example, a computer software company gave away USB drives for transferring data between computers. A financial company or bank could give away translucent calculators and a toy company could distribute mini basketball and hoop sets.

**Be memorable.** Pens are inexpensive with a high "pass-along" value. Once given to a prospect, the pen could be used at work, lent to a colleague, or left behind in an office. Other memorable ideas: compact umbrellas in silver metal tubes, a live bamboo plant, business card tape measure with level, or even aposable clock shaped like a person.

**Watch your budget.** Spend between \$1 and \$5 on good leads and \$7 to \$10 on serious leads. Use discretion when selecting recipients of the more expensive gifts. Point out that these are not for everyone, just special people you look forward to working with.

We're available to help your company develop traffic stopping promotional ideas.





# It's All in the Presentation

Good media coverage can make an impression, while negative or nonexistent press can hurt it. Anyone who has tried to get a press release noticed by the media understands the competitive nature of public relations. **Sometimes a little extra creativity can make your information stand out from the crowd.**

Take the case of a home builder and developer in Asbury Park, NJ. The company had plans to redevelop three ocean-front buildings into 157 luxury condominiums. The location would also feature a garden courtyard, swimming pool, sun deck and fitness center. A press conference was scheduled for groundbreaking of the redevelopment, which was also attended by several competitors who were participating in the project.

To catch the media's attention and stand out from the competition, the home builder attached its press information to a custom-logo'd clipboard. The board included the name and logo of the property along with a number to call for more information.

The event received coverage from more than 11 news outlets, often quoting the clipboard-distributing developer instead of one of the competitors.

To make your marketing efforts stand out, call or email us today.



## Lagniappe

### la little something extra Quotable Quotes

*If your parents never had children, chances are you won't, either.*  
— Dick Cavett

*A bank is a place that will lend you money if you can prove that you don't need it.* — Bob Hope

*A good rule of thumb is if you've made it to thirty-five and your job still requires you to wear a name tag, you've made a serious vocational error.* — Dennis Miller

*I have never let my schooling interfere with my education.* — Mark Twain



# Here's to Your Health!

As health insurance premiums continue to skyrocket, savvy employers are looking for ways to reward employees for staying fit and healthy.

For example, an international technology company has enticed employees to join an exercise program by giving away \$1.5 million dollars in incentives such as pedometers, health-related books and work-out towels. With such gifts as potential rewards, participation in the company's health program reached a whopping 80%! The result: happier, healthier employees who file about \$350 less in claims annually than those employees who didn't participate.

Of course you don't have to spend \$1.5 million to make your program a success. Follow these simple guidelines to develop wellness programs that:

**Target your problem areas.** Different companies face different health challenges. The age, sex, education level and lifestyle of employees can all contribute to health problems. Start by reviewing your company's claims history and determine which issues are costing you the most. Then develop wellness programs with relevant premiums to address your problem areas. Some of the more common areas addressed by such programs include smoking cessation, weight loss, exercise and prenatal care.

**Engage employees in the initiative.** The problem with a lot of wellness programs is that only 9% to 20% of employees participate in an ongoing way. You can increase that number dramatically by offering incentives. Reward employees for enrolling in programs and completing them, or employees can earn points with healthy behaviors that can be cashed in for rewards.

**Choose relevant rewards.** Match the gift to the employee's winning behavior. After all, it doesn't make sense to give an employee who has lost weight a basket of high-calorie yummy treats. Good options include water bottles, t-shirts, yoga mats, high-tech jump ropes, healthy cookbooks, massagers, ball caps, and even spa items such as lotions and sponges. If your program focuses on something specific like prenatal care consider baby-oriented premiums such as a new baby kit.

**Keep in touch.** A successful wellness program requires constant communication and rewarding of employees. In addition to incentives, recognize wellness winners on your website and in newsletters.

We have the perfect prescription for your company's wellness program success. Give us a call today!



## Fall Promotions with Pizzazz

Whether you're rewarding high-performing employees or thanking loyal customers, Fall is a great time for promotional activities. To inspire ideas, look around at all the Fall activity: children head back to school, hot sticky summer days yield to crisp autumn mornings, football players take to the field and leaves put on a show for all to see.

Here are a few suggestions to get you started:

**Magnify the view for leaf peepers.** Every year millions of people head to the hills to get a glimpse of the spectacular oranges, reds and golds of Fall's changing foliage. Enhance the view for loyal customers with imprinted binoculars or a camera. Enclose a card inviting them to enjoy Fall's fashion show and thanking them for their business.

**Remind them of the time change.** Make it easy for customers to remember to set back their clocks this Fall. Send them a desk clock preset to the new time with a card recognizing their loyal patronage and a message with the general theme, "The time may change, but our service will not." Add punch to this promotion by selecting an unusual timepiece such as a photo holder clock, a calculator clock, or a letter opener clock.

**Give out new school supplies.** Give away back packs stuffed with new school supplies imprinted with your logo. Post-it notes, mouse pads, memo cubes, pens, and stand-up staplers are always winners. Jazz things up with the Computer Clip Buddy, designed to hold paper clips while sitting atop your computer.

**Kick off a football promotion.** A large mining company built a safety campaign around the game, placing participants on different "teams," which earned points for following safety rules and avoiding incidents. Teams were decked out with branded hats, hardhat decals, shirts and other items. Points could be redeemed at a special store for gifts like luggage, electronics and hunting and fishing equipment. The company had its safest year in its 90-year history. In another promotion, management of a professional football team thanked its major supporters with a branded miniature football helmet on an oak stand along with a football-shaped sausage, cheese, crackers and mints on a branded cutting board.

For more ideas on making your employees and customers fall for you, give us a call!



## What's New?

New to the promotional product world is the **Tag It All™ ID bracelet**. **Tag It All™** is a plastic, snap-on bracelet specially created for personal identification. It is removable and reusable, lightweight, waterproof and adjustable.

You can write emergency information with any ball-point pen directly on the bracelet. The bracelet's name/information panel has enough space for emergency contacts, allergies, and other medical conditions. Your company's logo can be printed on the outside of the band.

**Tag it All™ ID bracelets** also are ideal for active people including joggers, walkers, bikers, swimmers, skiers, and snowboarders as well as for kids who may not carry identification. Other uses include camps, tour groups, theme parks and fairs, special hospitals and nursing homes, day care centers, sponsorships at sporting events, teams, fundraisers, charity events, trade shows, conventions, concerts, and much more.



## The Riddler

YOUR CHANCE TO WIN A FREE GIFT

**Q: Can you name three consecutive days of the week without using the words Monday, Tuesday, Wednesday, Thursday, Friday, Saturday or Sunday?**

Note: The first five people to correctly answer the riddle will win a free gift. Email, call or fax your answer (see form on back).

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# Getting Old ... Part 2

1. I feel like my body has gotten totally out of shape, so I joined a fitness club and started exercising. I decided to take an aerobics class for seniors. I bent, twisted, gyrated, jumped up and down, and perspired for an hour. But, by the time I got my leotards on, the class was over.
2. Reporters interviewing a 104-year-old woman: "And what do you think is the best thing about being 104?" the reporter asked. She simply replied, "No peer pressure."
3. I've sure gotten old. I've had two bypass surgeries, a hip replacement, and can hardly see. I take 20 different pills that make me dizzy, winded, and subject to blackouts. I can't remember if I'm 85 or 92. But, thank God, I still have my driver's license.
4. I'm getting into swing dancing. Not on purpose. Some parts of my body are just prone to swinging.
5. These days about half the stuff in my shopping cart says, "For fast relief."

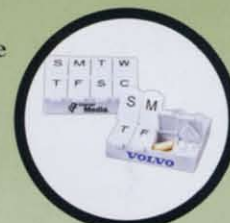


## Dear Addy,

### ANSWERS TO YOUR PROMOTIONAL QUESTIONS



- Q:** We are a relatively small company with a limited marketing budget. Should I go with print ads or promotional items to get the most bang for my marketing buck?
- A:** The difference is really in the size of the audience reached. Print ads are a good way to get your name in front of a larger market. Promotional items require a more targeted distribution channel like direct mailing to a list, hand delivering or distributing at a trade show, but they make much more of an impression. Specifically, 76% of consumers studied said they could remember the brand name of a company that gave them a promotional item in the past year — versus 53% who could remember a TV or print ad from the past month, and only 27% recalled an online ad.
- Q:** My customers are primarily senior citizens. I need a promotion that is both memorable and useful. Any suggestions?
- A:** Give your customers a pill caddy. A number of styles are available including single-day and weekly. Some of the more unique caddies allow you to slide daily compartments off, letting your customers slip one or two days worth of pills into a purse or overnight bag. There are even styles that clip onto your car visor! Not only is a pill box something most seniors need, they will think of you one or two times a day when they take their medicine!



Please copy and fax or mail your request

Do you enjoy reading our newsletter?  
Call, fax or email us with your comments.

This Newsletter Provides Information and Ideas for Improving Sales, Image and Profits.

Want to make your next promotion a success?  
Please contact us at:

**OCS, Inc.**

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E-mail: [ocsinc@ocsmail.com](mailto:ocsinc@ocsmail.com)

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Riddle Answer \_\_\_\_\_

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