



7501 Village Road
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.

Fall/Winter 2006

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Promotional Times™

Information and Ideas for Improving Sales, Image and Profits



Get Your Direct Mail Delivered

Every day, your prospective customers (or their secretaries) sort through hundreds of pieces of mail and a huge percentage of those documents end up in the trash. This presents a real challenge for companies considering direct mail as a way to market a product or service. How can you make sure your mailer ends up in your prospect's hands and not in the recycle bin? The following tips are designed for creating direct mail that gets read:

Get creative. What types of mail are you tempted to open? What offers would you respond to? Put yourself in your prospect's chair and think about how you can get their attention.

Add another dimension. Amidst the flat daily mail, a three-dimensional mailer screams "Open me! I'm interesting!" For example, a consulting firm got the attention of its clientele by sending out custom-designed frozen orange juice cans containing bright orange brain-shaped stress relievers.

Enjoy sweet success. No one throws away a delicious chocolate treat. Consider using chocolate bars with customized wrappers or chocolate shaped like CDs, casino coins or a champagne bottle. If you really want to go the extra mile, use customized confections shaped like your product.

Make it personal. It's much harder to throw out a handwritten letter addressed directly to you, right? When such a letter accompanies a prominent promotional piece, you're *in the door*. Couple personalized letters with unique items that speak to your business and the prospect's needs. For example, customized flip flops are a great way to announce the opening of a new Florida office. An ultra thin digital camera is a great way to suggest to a prospect, "Picture yourself reaching a new sales goal."

Ask for the business. Just like an effective salesperson, your direct mail piece should contain a call to action. Make it easy for prospects to respond by including your fax number, website, and email address. You can't close the deal if you don't ask for the business. Your direct mail piece is essentially the same as a sales person making an office visit – but at a fraction of the cost. For more ways to make direct contact with your prospects, give us a call today!



Here are a few ideas that will make an impression:

Time Travel. USA Today says 73 percent of business travelers rely on alarm clocks, but dislike hotel models. Treat clients to a nicely packaged graphite alarm with snooze button, calendar and thermometer.



Chew on This. Logoed gumball machines appeal to clients who value tradition and stability. Not only do they have high-perceived value, you can print numerous logos on the gumballs—and send refills to keep your name on their lips.



Flashy Gift. Flash drives rank as the most useful corporate gifts you can give to clients (and employees). They are also great marketing tools. Just preload your company info. Get the cool twist-cap they can't lose.



Reach for the Cookie Jar. Send scrumptious baked cookies in a keepsake leather-handled basket for the whole office to enjoy. (Your regards printed on a satiny bow). Also hot this year: chocolate-covered Oreos, almonds and pretzels!



Popping Promotion. Your popcorn canister will be the office favorite with three flavors—caramel, cheese and butter. When the goodies are gone, your custom tin remains.



Sit on It. Remind clients of your corporate-sponsored event with this unpredictable and useful memento: A logoed chair!



Investing in Your Customer Pays Dividends

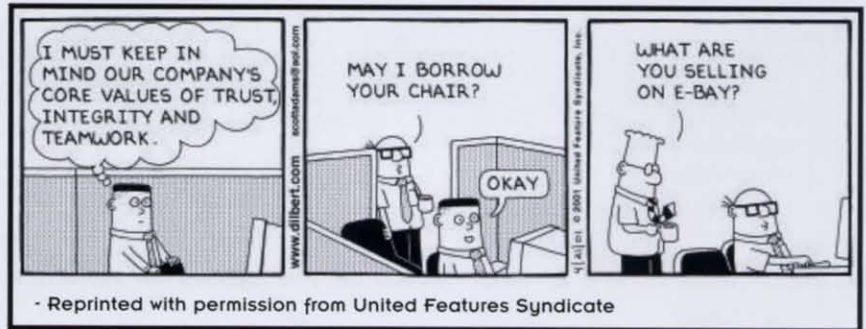
During the holiday season, traditionally a time for exchanging gifts with friends and family, it's appropriate to present business gifts to valued customers as a symbol of appreciation. When they're budgeted, selected and delivered properly, business gifts can go a long way toward cementing a business relationship. These tips can help your business gifts properly reflect your appreciation:

The mall is a great place to find a gift for a friend or family member. But when it comes to selecting the right gift for a business contact, you need the help of a specialist. A promotional products distributor understands the unique mission of a business gift and can offer a range of gift products no mall could duplicate.

The best business gift reflects an understanding of the special interests and needs of the person receiving it. Certainly, you should use all you know about a prospect to select a uniquely appropriate gift. In many cases, however, an individually selected gift is not practical. When the list is long there are important economies in buying a single gift in quantity.

A \$10 gift can look like a hundred if it's presented in a beautiful keepsake box. We can help source both the gift and the packaging to give your presentation enormous impact. **The purpose of your business gift is to form a more personal relationship with your prospect.** A personalized, handwritten note will go a long way to forming this bond.

Most incentive gifts and awards should be delivered in the spotlight with an eye to achieving maximum visibility for the gift and the performance that earned it. A business gift is another matter. A business gift should be a more private affair - an exchange from one individual to another. Done right, it will become an exchange from one *friend* to another.



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The Riddler

YOUR CHANCE TO WIN A FREE GIFT

Q: I can be cracked, I can be made, I can be told, I can be played. What am I?

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).

Mark Your Calendar

People are addicted to planning! Most of us use between 3-5 calendars, checking them 7 times a day. An imprinted calendar keeps your name in front of customers 365 days a year. And guess what? **More than 80% of homes and businesses buy from the advertiser who gives them one!**

Make sure your calendar is a favorite with recipients. You know your customer, so appeal to their interests with special themes. Consider brain teasers, inspirational photos, bilingual text, or gold tips.

Opportunities to customize are endless. Salons and spas may go for floral touches, personalizing each calendar with the recipient's name. Restaurants and retailers can highlight monthly specials and include coupons. Take your pick of desk, wall, digital, magnetic calendars and more.

Need more ideas? MousePaper calendars are the new triple threat, acting as a monthly calendar, note paper, and mouse pad for office types. If your school or church league needs team spirit, try sports-magnet calendars highlighting game days. If your target market is children, consider a wall calendar with kids' artwork and activities.

Here are a few more ideas:

▶ **Plan for success.** Calendar planners come in all shapes and sizes. More functional than an ordinary calendar, planners help customers organize their time and plan for success. Consider a leatherette personal organizer with a zipper pocket for valuable accessories.

▶ **Put it in their pockets.** Give your customers the gift of convenience with a mini notebook calendar featuring a notepad, two year calendar and a pen.

▶ **Show them how to hang around.** Customers on the go will love the calendar and note pad on a neck cord. This unique calendar is perfect for trade shows, business events, school and shopping.

▶ **Connect to the computer.** What do clients look at even more than their calendars? Their computers! Take advantage of all that attention with a keyboard calendar imprinted with a unique graphic. This laminated calendar fits neatly atop the keys.

▶ **Have a ball.** Make the passing of time a little more fun with this hip retro flip calendar ball imprinted with your logo or marketing message.

▶ **The high-tech touch.** Hand-held electronics are all the rage these days. Give the cutting-edge gift of a pen-holder calendar, and alarm clock.

▶ **Flip with joy.** Clients will love this flip-up multifunction device featuring three individual LCD screens that display time, calendar and temperature.

Want to make a date with your customers? Call us today for unique ideas for getting their attention.



Lagniappe
la little something extra
Quotable Quotes

"Show me a man who is a good loser and I'll show you a man who is playing golf with his boss." - Jim Murray

"I have a tip that can take 5 strokes off anyone's golf game. It's called an eraser." - Arnold Palmer

"Every now and then, bite off more than you can chew." - Life's Little Instruction Book

"The only people you should ever want to get even with are those who have helped you." - John Honeyfeld

"Pride is tasteless, colorless, and sizeless. Yet is the hardest thing to swallow." - August Black





Is Your Audience Paying Attention?

When you talk, do people listen? Whether you're doing a safety class or educational seminar, take a pointer from *Jose Cuervo*. The tequila maker introduced a new flavor with a tasting and history lesson, followed by a quiz on tequila facts. Each

time a guest answered a question correctly, the brand rep tossed out a prize – a T-shirt, visor, beach towel, Jose-shaped salt shakers, shot glasses and light-up necklaces, all emblazoned with the *Jose Cuervo* logo.

Guests left feeling educated and grateful. Don't miss the chance to reinforce your brand and encourage learning. It's a lesson worth remembering!



Dear Addy,

ANSWERS TO YOUR PROMOTIONAL QUESTIONS

- Q:** We're trying to position our company as environmentally friendly. What kind of promotional products should we be looking at?
- A:** First of all, good move! Even large outfits like Wal-Mart are adopting eco-sensitive moves for concerned shoppers. Today's promo-market bursts with options: piggy banks, rulers, cups and combs from recycled plastic; pens made from discarded tires, denim, dollars and newspapers. Your marketing material should let everyone know you've gone "green"!
- Q:** I think it's classier for our specialty pens and highlighters to be imprinted only with the foundation name on it. My boss says we should include our name and address. Who is right?
- A:** Your boss is more right, but you're both missing the point. Use the pen's real estate to expound on your foundation's campaign message. Imprint it with an inspiring message that inspires donors and underscores your goals. The same goes for businesses – remind people of your slogan, not just your name. Don't forget to include your website!



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:



Voice: 1-800-877-4627
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www.ocsmail.com

I'm interested in:

- Promotional Apparel Direct Mail
- Fall Promotions Calendars
- Tradeshow Giveaways Business Gifts
- Incentives/Awards New Products

I need: literature pricing samples of these products: _____

Contact _____

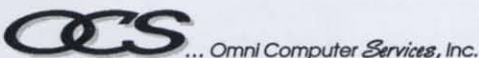
Company _____

Address (if different from addressee) _____

City/State/Zip _____

Phone/Fax/Email _____

Riddle Answer _____



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