

# Riger

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## Spotlight on... **Ad Specialties**

Today, nearly every business or organization uses advertising specialties as a way of promoting goodwill and keeping the enterprise's name in front of customers, clients and prospects.

Ad specialties include everything from inexpensive items such as key chains, pens and calendars to more expensive apparel and food items. In fact, industry sources report more than 15,000 different ad specialty items are sold each year, representing annual volume in the billions of dollars.

According to Specialty Advertising Association International, the more expensive items (costing \$5 or more) are becoming the norm. There is also a trend of businesses using a series of specialties aimed at targeted prospects in structured promotions.

### **Advantages/Limitations:**

**Message stands alone.** Whether a company or product name, new product, new plant, special event or promotion, your message does not have to compete with other messages. However, with many specialty items, your message is usually limited to a short phrase, logo and/or address.

### **Remains in front of your target audience.**

If useful to the recipient, specialty items may be kept for years and thereby serve as continuous, friendly reminders of the advertiser's business. On the other hand, inexpensive, non-useful items may be regarded as "junk" or one of a drawer full of similar items, thus defeating the purpose of the gift.

### **Personal and versatile**

With huge product selection, you can usually find a specialty item that can be tailored to your promotional needs and the recipient's individual taste. However, finding the right item with good perceived value may be costly.

### **Popular**

From national advertisers to local merchants, just about every business uses specialty items. They can be excellent symbols of a company's goodwill and image.

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