



52 LITTLE IDEAS THAT MAKE YOUR MESSAGE STICK





Taglines for products and brands are everywhere, but often they don't get the attention they deserve.

A variety of research shows that one phrase slogans can have a **profound effect** on how customers see the product.

One key factor in crafting that phrase is matching its content to the customer's mindset, and in particular to **two important consumer motivations: prevention** and **promotion**.

MATCH THE MESSAGE TO YOUR PRODUCT

Did you know bulky mail has a 100% open rate?





01

TINS WITH SNAKES

Message

We are going to open a can of worms, but it's ok. The only way out is through it. We are here to support you all the way. Ideal for a coach, mentor or advisor.



02

FLASHLIGHT

Message

- Lighten up
- Let us brighten up your day
- Shine a light on us



03

PEN

Message

Please accept the enclosed pen as a permanent reminder of my commitment to helping you ink more business and keeping your profits in the black – regardless of the economy.

04

POST IT NOTES

Message

Take a note of our new service.





05

PARTY PLATE

Message

Whenever our plate is full,
we're here to help!



06

PLAYING CARDS

Message

- Best deal in town
- Holding all the cards
- Wild card





07

UMBRELLA

Message

With our new service,
we got our covered.

08

SOCKS

Message

Looking for a promotional
campaign that will knock
your socks off?





09

TISSUE PACK

Message

We miss you...
Please come back.



10

NAIL FILLER

Message

For cool and fun marketing
ideas keep us on file.





11

FIRST AID KIT

Message

In case of a marketing emergency, call us!

12

PICTURE FRAME

Message

I've enclosed an acrylic picture frame for your favourite photo. I've done so for **two** important reasons:

1. To serve as a **permanent reminder** that I'm here to get you the 'picture perfect' results you need for your next promotion, and
2. To demonstrate that, even when the economy is tough, targeted promotions like this cut through the clutter and get you noticed (after all, you noticed this, didn't you?)





13

HIGHLIGHTERS

Message

- The highlight of the day
- Our service is our highlight
- Highlighting our services



14

TAPE MEASURE

Message

- We will measure up
- Full measure of value
- Straight up





15

CELL PHONE WALLET

Message

- Here to stay
- We will stick with you

16

POWERBANK

Message

- Take charge
- Power on
- Thank you for taking charge





17

SPATULA

Message

- Serve it up
- We are flipping for you
- Look what's cooking



18

OVEN MITT

Message

- We've got you covered
- Lending a helping hand
- Here to protect you





19

PANADOL

Message

Let us take the pain away from your financial or renovation challenges.

20

SLEEPING MASK

Message

No more sleepless nights when you use our marketing services.





21

VIDEO BROCHURE

Message

Instantly draw the attention with a multi-sensory video brochure. Perfect for real estate agents, architects, car dealers or speakers.



22

PUZZLE

Message

Are you puzzled about your finances or insurance? Think outside the box with ABC services.





23

MONEY TREE

Message

Thank you for growing with us this year. Look forward to more success 2020.



*Looking for
more ideas?*

Let's brainstorm some more!



WHAT OUR CLIENTS SAY ABOUT US

“I can highly recommend Oksana and her team from Impero for all your branding and conference collateral needs.

Oksana took the time to find out exactly what we as a brand wanted to achieve and was careful not to just slap a logo on anything, just for the sake of it, it had to have relevance and a purpose. As a result, we ended up with a goodie bag and gifts that people will use and want to keep. Every step of the process from initial ideas and design through to delivery was smooth and I was kept informed of the progress every step of the way.”

ALEX ROBERTSON

Communications and Events Manager

Snooze

“Before I worked with Impero I did all the running around, research and quality control when needing branded products.

Now, with one phone call, I have a team of qualified experts managing the process for me to my taste and budget. Every time I work with Impero their team go out of their way to recommend, produce and deliver great branded products for Aptify”

ANGIE KARPOUZIS

Product Marketing Manager

Aptify

“Recently I received a gift from an organisation I have been working with.

The gift was created and delivered by Oksana from Impero and I was blown away by the level of detail she went to. I was able to immediately identify all the different aspects of the hamper and link them directly with the brand and messages I was receiving from the organisation, the story they were telling me came to life in the gift from Impero.”

PATRICK HARRISON

Director

BOB System Services



NEED HELP COMING UP WITH YOUR NEXT MARKETING CAMPAIGN?

Get in touch

Quote **#52ideas** for a
FREE 15 minute discovery
call with Oksana



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 **impero**
Building your brand