

An extract from the article

How to make the most of promotional merchandise and giveaways

in *The Marketer*, the magazine of CIM (Chartered Institute of Marketing)

Tradeshow strategy

SCM Pharma worked with Ramarketing on a strategy for the biggest exhibition in the pharmaceutical contract manufacturing calendar. The stand was developed with a cinema theme in mind – complementing the business’s existing “superhero” brand characters. Popcorn and confectionery were the choice for promotional merchandise.

“We had people from all nine exhibition halls seeking us out to find the smell of popcorn and to grab a bag of sweets,” says SCM Pharma managing director Dianne Sharp.

Sehgal says that many exhibition delegates and journalists were complimentary about the creativity of the stand. “I wouldn’t say B2B pharma is a dull sector, but it is quite conservative. This sort of thing really stands out,” he says.

Pre-event marketing is crucial to tradeshow success, but Sehgal says the real benefit of promotional merchandise is on the day, getting potential customers who have previously never heard of you to visit the stand.

The criteria for assessing the success of the activity were the amount of traffic to the stand and the number of enquiries. “Owing to the nature of our market, sales cycles are very long, so direct business is tricky to assess,” says Sharp. But she is confident that the promotion was a success, and is running the theme again at this year’s event.

- See more at: www.themarketer.co.uk/archives/masterclass/how-to-make-the-most-of-promotional-merchandise-and-giveaways/#sthash.6Rk9BEaN.dpuf