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# Direct Marketing Background Information

# Direct Marketing

1. Promotional Products and the market
2. 4imprint unique model
3. Consistent organic growth

# Promotional products

- Merchandise custom printed with the logo or name of an organisation to promote a brand, service or product
- Purchased by individuals in organisations and businesses of all sizes
- Vast product range

# One Pen. Many Uses



**Marketing Director – “Tradeshow Giveaway”**

**HR Director – “Item For Our New Starter Kit”**

**Sales Director – “Client Thank You”**

**Executive Assistant – “Meeting Materials”**

**Safety Director – “Safety Reminder”**

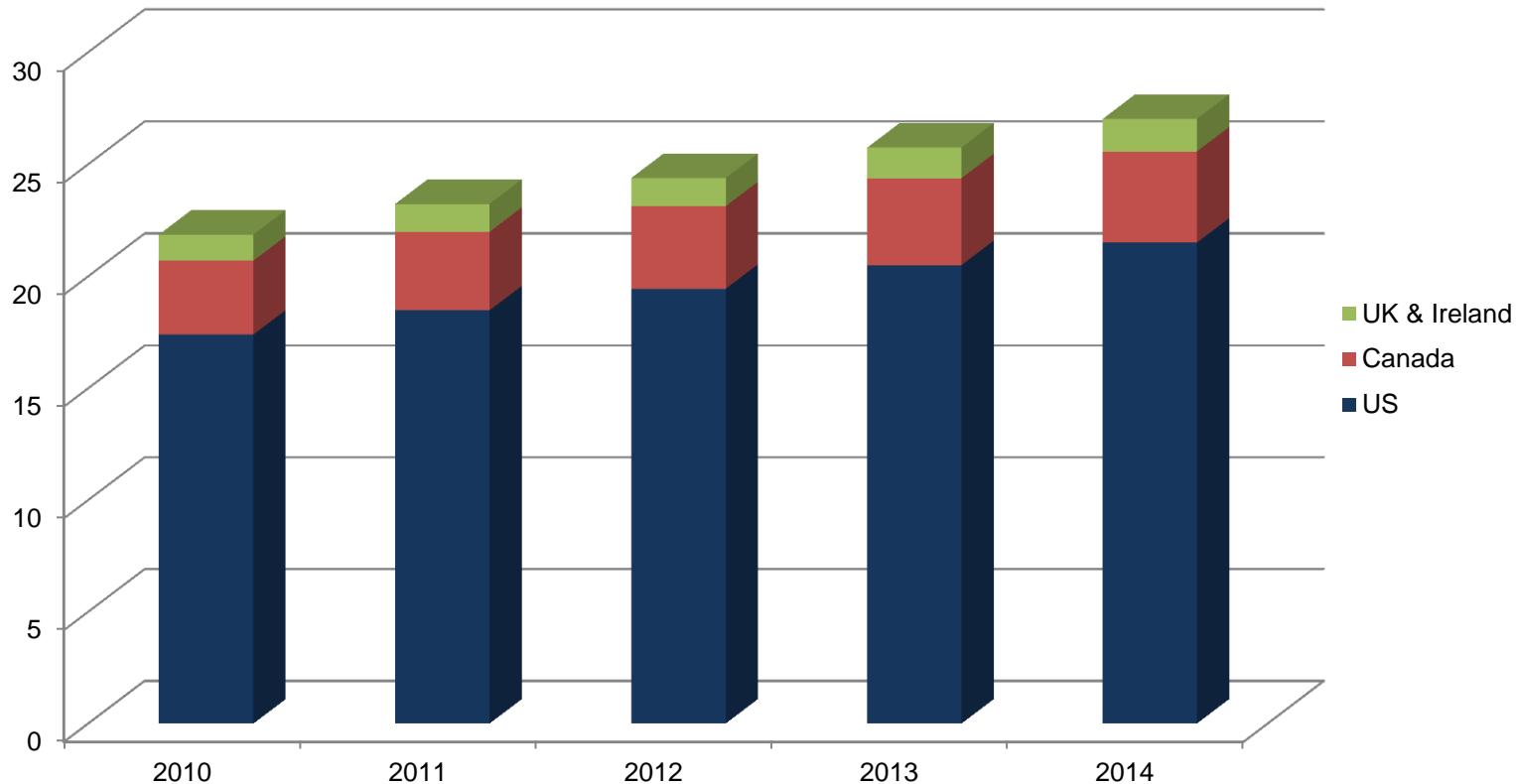
**Office Manager – “Office Supply”**

**Recruiter – “Promo Giveaway”**

**Store Manager – “Front Desk Item”**

# The Promotional Products Market

Promotional Products Sales (*\$ billions*)



**Well established, highly fragmented market – >23,000 total distributors, more than 20,500 distributors with sales < \$2.5m**

Market size data source: ASI State of the Industry Survey and 4imprint management estimate.

UK & Ireland revenues translated at 2014 average rate of 1.6487 for all years

# Industry Structure



- Manufacturer or importer of blank product
- Custom imprints product

## Direct-to-Customer

- Purchases by individuals in businesses and organisations of all sizes
- Large number of modest size transactions
- Items imprinted by supplier and shipped directly to customer

## Customer/User

- Multinational to sole trader
- Non-profits, education, government

Contractual relationships with large organisations

- High customer concentration
- Hold pre-branded inventory

# Unique Model

**Millions of individual customers** with wide ranging tastes, objectives, timescales and artwork.



4imprint invests in a **unique combination** of marketing, service and technology to interface this need.

**...hundreds of thousands of products** requiring rapid customisation of styles, colours and imprint methods.

# Innovative Marketing Techniques

## Customer Acquisition

- Catalogue circulation **drives** new individual customers to the telephone and web *creating* demand.
- Internet search marketing **captures** demand.
- Prospective customers sign up to receive relevant marketing e-mails.

Catalogues

Search

Internet

Samples

E-Mail

# Innovative Marketing Techniques

## Customer Retention

- **Targeted Blue Box® sample mailings 'deliver the showroom to the customer'.**
- **Specific 'mini-catalogues' and targeted emails.**
- **Key account management and telephone contact based on purchasing history.**

Blue Boxes ®

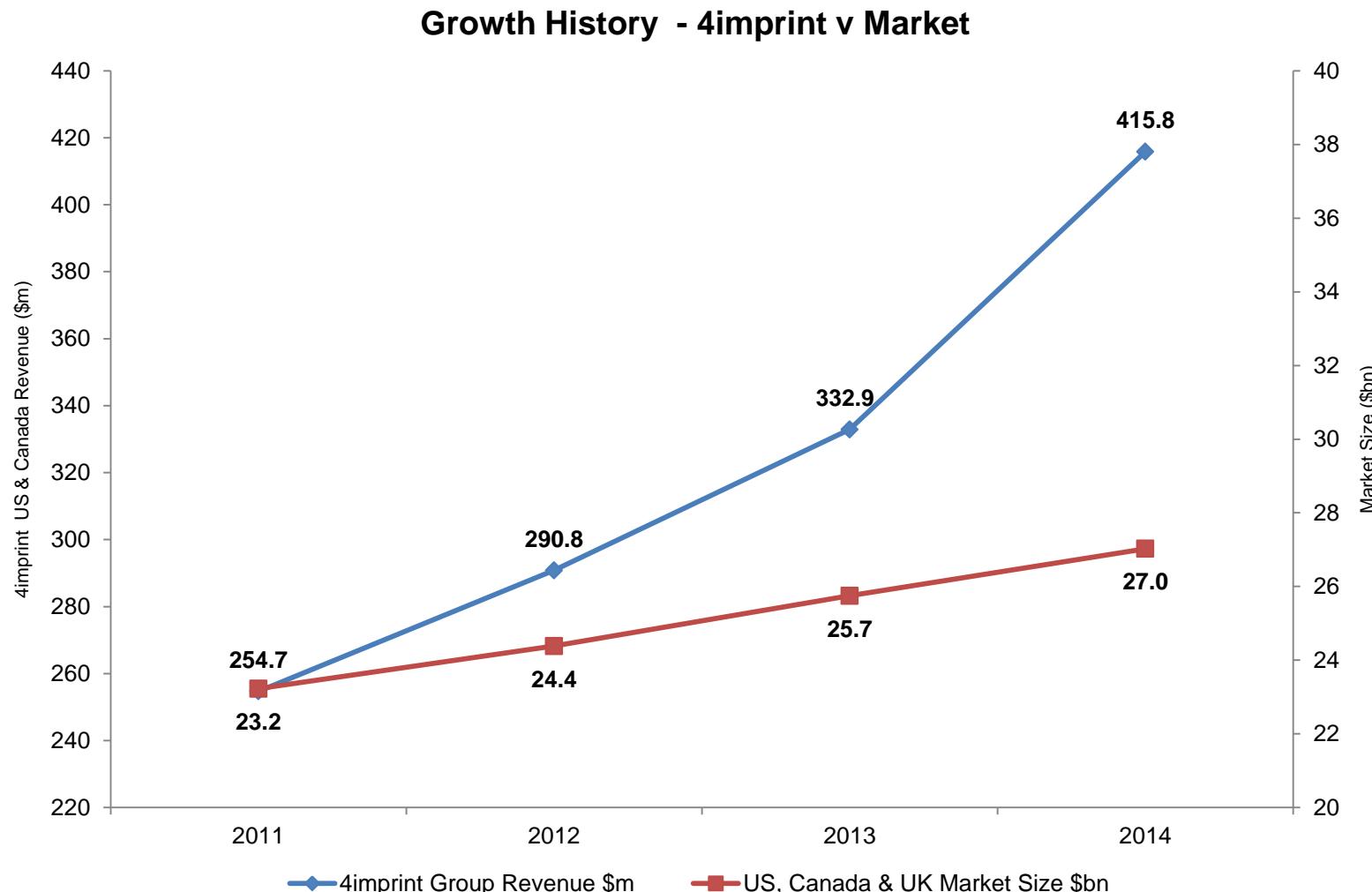
E-Mail

Telephone

Internet



# Growth History – 4imprint Revenue vs. Industry



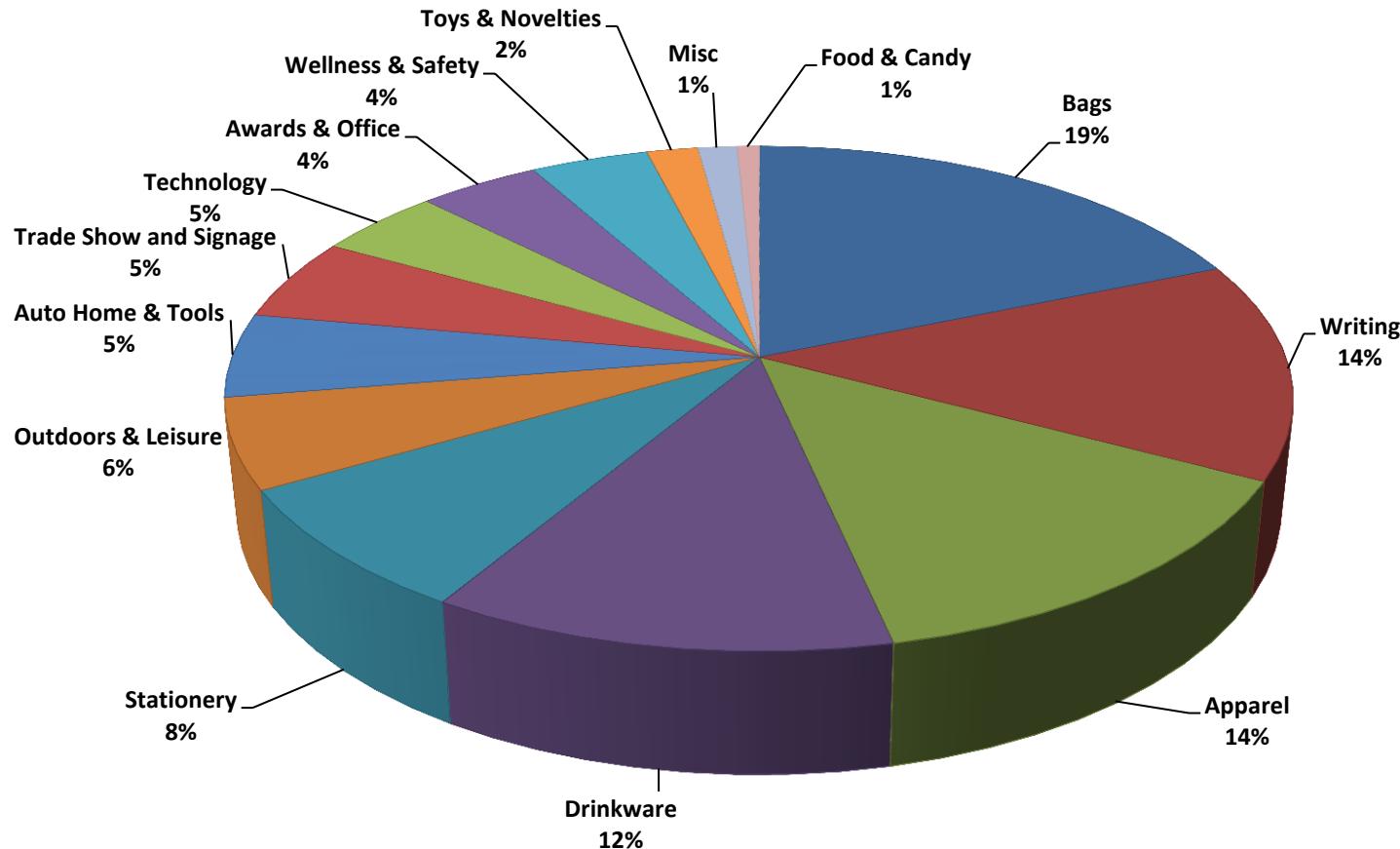
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# Direct Marketing Summary

- Large fragmented market
- Unique operational model
- Largest direct marketer of promotional products, consistent market share gains
- Investment in marketing spend, together with scale, technology and expertise drive double digit organic growth

# Promotional product range

4imprint Direct Marketing Revenue by Product Category



Vast product range