

WHAT IS GET IN TOUCH!?

The Get In Touch! campaign is a five-year and multi-million dollar, industry-wide initiative encouraging advertising buyers to recognize the power of promotional products and allocate a larger share of their marketing dollars to the promotional products industry.

The primary goal of Get In Touch! is to increase awareness and enhance the overall perception of the promotional products industry.

WHAT ARE THE GOALS?

Get In Touch! with you, the promotional consultants. This campaign will help position you as experts in the promotional products industry.

WHY "GET IN TOUCH!"?

Get In Touch! with your consumers. Promotional products touch the people who receive them.

WHY PROMOTIONAL PRODUCTS?

We are arming our members with tools to help understand and spread the message including advertisements, social media graphics, talking points and more.

**GET IN
TOUCH!**
ADVERTISING THAT LIVES ON

GET IN TOUCH! CAMPAIGN OVERVIEW

WHAT IS GET IN TOUCH!?

Promotional products are an advertising medium like no other. The Get In Touch! campaign is a five-year and multi-million dollar, industry-wide initiative encouraging advertising buyers to recognize the power of promotional products and allocate a larger share of their marketing dollars to the promotional products industry. The campaign's tagline, ADVERTISING THAT LIVES ON, asks the viewer to consider that the use of promotional products in marketing communications, has the opportunity to last far longer than any other medium.

This campaign was originally conceived by the PPAI Chairman's Roundtable work group, and is the culmination of a year's worth of hard work by an assortment of PPAI staff, members and volunteer groups, including the PPAI Board of Directors, the PPAI Industry Branding Initiative Advisory Group and the PPAI Public Relations Advisory Group.

WHAT ARE THE GOALS FOR GET IN TOUCH!?

The primary goal of Get In Touch! is to increase awareness and enhance the overall perception of the promotional products industry, however, PPAI also aims to direct a larger share of advertising dollars to the \$20.8 billion promotional products industry.

WHY, "GET IN TOUCH!"?

Promotional products are more than just ads. The Get In Touch! campaign is a consumer cry for advertisers to break through the everyday noise of traditional and digital advertising to get in touch with consumers in tangible, useful, creative and meaningful ways. In an ever-increasing digital world, we needed a message that focuses attention on the tangible ability of promotional products to touch not only the hands, but also the hearts of consumers.

HOW DOES THE GET IN TOUCH! CAMPAIGN STRATEGICALLY AND COMPETITIVELY POSITION PROMOTIONAL PRODUCTS WITHIN THE ADVERTISING INDUSTRY?

The Get In Touch! campaign positions promotional products through a variety of tactics. We are arming our members with tools to help understand and spread the message including advertisements, social media graphics, talking points and more. In addition, PPAI is working with influential trade publications and will implement an on-the-ground campaign at Advertising Week.

GET SOCIAL.

One of the easiest ways you can support the campaign is to share the resources and talk about it on social media. Make sure to always use the hashtag #GetInTouch when you post and feel free to share directly from PPAI's social channels.

GET IN TOUCH! INTENTIONALLY HAS MULTIPLE IMPLICATIONS:

- 1** Get in touch with information we're sharing — promotional products are proven winners for advertisers.
- 2** Get in touch with a promotional products consultant.
- 3** Get in touch with your consumers. Promotional products touch the people who receive them.

**GET IN!
TOUCH!**
ADVERTISING THAT LIVES ON

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