

Promotional Planning Guide

Print this handy tool to guide you in executing a successful promotional program.

EVENT DESCRIPTION

Who is receiving this promotional item: Business Consumer Employee

OBJECTIVE

BUSINESS	CONSUMER	EMPLOYEE
Thank you	New product or service	Motivate employee(s)
Build Traffic	Rename product or service	Improve performance
Encourage Use	Promote product or service	Reward performance
Gift with a purchase	Sell product or service	Recognize employee(s)

PRIMARY AUDIENCE

Present Customer	Prospective Customer	Employees
Students	Lost Customer	Title of Customer

AUDIENCE DEMOGRAPHICS

Income Level	\$
Geography	
Sex	
Other	

MESSAGE

What message do you want to communicate?

THEME & TONE

What is your theme?

What is the tone?

Exciting	Urgent	Factual	Educational
Informative	Competitive	Aggressive	Authorative

IMPORTANT DATES

EVENT DATE:

ORDER DATE:

**For best results, order your promotional advertising products
4-6 weeks in advance of your event.**

Image Builders
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Your Promotional Advertising Specialists