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LETTER FROM GRANDEE

"Where do you work? What is it that you do?" Sound familiar? These are frequently asked questions when folks get together. Whether it's a personal or professional social gathering, the response is your "30-second elevator speech". I've been asked that question A LOT, because Grand Ideas isn't a self-explanatory company name. Although my answer varies a bit depending on my audience and mood, my message is consistent. Grand Ideas is a promotional advertising and event marketing company that helps our customers attract and retain customers, patrons and/or employees with the development of USEFUL, innovative, creative, and unique ideas and products. We help our customers take their target audience from brand *awareness* to brand *preference*.

The gals at Grand Ideas have been "bizzzy" this Summer! We've particularly enjoyed partnering with event planners and PR firms around town in recent months. We helped brand Charleston's first-ever Dragon Boat Festival with logo design, t-shirts and custom-branded awards. We produced and managed sales for the merchandise at this year's Piccolo Spoleto Festival. And most recently, we helped a new non-profit, Charleston Parks Conservancy, reach out to the local blogging community. Contact us to ensure your next event or product launch is a memorable one! Best, Grandee



Left photo: Ellen Schmedinghoff, Grandee and Rebecca Gosnell at the Piccolo merchandise tent at Marion Square. Right photo: Casey Johnson, our fabulous Summer intern, with Jonsie setting up for the Charleston Parks Conservancy's blogger-only event.

EFFECTIVE MARKETING IN UNCERTAIN TIMES

FEATURED CLIENT

Now is not the time to put your marketing plan on the back burner. As others react to an "iffy" economy by cutting back

on their marketing efforts, you have a tremendous opportunity to monopolize the attention of your target audience!

Here are a few key points to remember when allocating your marketing dollars in leaner times:

- Be smarter about how you allocate your marketing budget. Promotional products continue to be one of the most effective means of communication in today's market. In 2007, promotional product sales were at a record high for the 3rd consecutive year, surpassing all other more traditional forms of advertising in growth (including print & broadcast).

If you think "give-aways" are a waste, you're probably not giving away the RIGHT things.

- Engage more than one of your customers' five senses. Promotional products are unique in that they have the ability to motivate through sight, sound, smell, taste and touch! Thus, they have a longer shelf-life than many other forms of advertising.

A study conducted at DFW airport questioned business travelers about the value of promotional products. Over half said that they keep promotional products for more than one year, citing their usefulness, and over 75 percent could recall the advertiser's name on the products.

- Be consistent, be proactive rather than reactive and stay focused in your long-term goals. Don't make quick decisions based on short-term circumstances. Consistency in advertising helps instill a strong, reliable brand with your current and potential customers.

- Be more creative and you'll get more "bang for your buck." Grand Ideas specializes in creativity! We are a team of dynamic and diverse women who collaborate to provide our customers with innovative, creative and unique custom-branded items that meet their needs, budget and objectives.

Article references:

Corporate Logo, June 2008

"Selling Against Time" by Gavin Ingham

Mass Media Distribution Newswire (www.mmdnewswire.com)

"Survey Shows the Effectiveness of Promotional Products," August 2006

www.wqpmag.com

"Recession Spending" by Andy Marken

<http://magazine.promomarketing.com/>



Colleen Connor, a well-known publicist in Charleston, SC, called on Grand Ideas to help her client, Charleston Imaging, promote their new look. The challenge was to find relevant and useful promotional items that would enhance their new logo.



Medical office essentials (clip boards, mouse pads and pens) featuring clean lines and soft colors allowed the new logo to take center stage.



Referral pads and labels for medical products were also developed to keep the brand consistent at all touchpoints.

Charleston Imaging will be launching their updated website soon...stay tuned
www.chasimaging.com.

"Promotional Product Sales at Record High"

EMPLOYEE RETENTION IS VITAL TO SUCCESS IN A CHANGING ECONOMY

Keeping experienced staff on board is much less expensive than recruiting and orienting new ones. Recognizing employees for their contributions plays an important role in employee retention. When employees feel valued by their employer, they gain pride in their work and become more engaged in satisfying their customers.

Employee recognition programs do not have to be expensive and complicated to be effective. **Here are some GRAND ideas for recognizing your employees:**

- Custom-framed works of art, news articles or important documents commemorating a particular event or achievement
- Employee "Wall of Fame"
- Custom-designed gift cards offering MP3 or ring tone downloads
- Small celebrations or team outings such as company picnics or family days with a take-home memento
- Recognition in company newsletter or other literature
- "Top Achiever" awards for sales, safety, creativity or other
- Tasteful plaques, book ends or desk accessories that recipients will proudly display in their office
- Lapel pins
- Employee badges (Yes, this is a form of employee recognition! One's name with title and/or department is important to most employees.)

Call us today and let us assist you in creating an employee recognition program in keeping with your company's culture, goals and budget.

WE'RE ON FACEBOOK

Grand Ideas has a Facebook page. Yep, that's right. Facebook is no longer just for graduating high schoolers, but rather a very powerful way to keep up with a huge and growing network of people and companies. Go to www.facebook.com and search "Grand Ideas". We'll use our page to share the latest industry trends, tell you about cool new products and provide general updates.

Go to our Facebook page now to see 10 products that will make a GRAND impression, without breaking the bank.

If Facebook isn't your thing, we'll be happy to forward you the product info - just call or email us.

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