



Scott George of franchise company MM+P explains how promotional products can benefit your company

What are promotional products? Promotional products are any item that can be imprinted or decorated with a company or organisation's name, logo, brand or message. They are used to promote a product, service or company programme and are also used in conferences, trade shows and product launches. Examples of common promotional products include pens, calendars, apparel, caps, coffee mugs, calculators, key-rings, desk accessories and umbrellas. There are literally thousands of different types of promotional products available and in many cases they can be specifically designed to a client's requirements.

Where do promotional products fit in a company's marketing mix? They're an essential component of marketing and communication programmes, irrespective of industry type. They have real impact and play an important role in enhancing a company's profile and business growth.

I can order plenty of promotional products on the Internet...

There's a significant difference between purchasing on the Internet and working with a promotional products and promotional marketing professional. The latter gives you the highest quality products and the creativity to make your promotion successful: don't

forget that you're dealing with your organisation's name, logo, brand or message. Promotional products professionals are skilled at recommending products that fit perfectly with clients' marketing strategies. In Australasia, most promotional product and marketing professionals are members of APPA (the Australasian Promotional Products Association), a recognician of professional business marketing and promotional solutions.

Speaking of industry associations, MM+P recently won some awards... Mandeville Marketing was awarded the prestigious Australasian-Made Bronze Award by APPA for its "Tap Handle Key Ring" in 2006. We also recently completed a promotional and marketing campaign for ANZ, undertaking the creative behind the ANZ Direct Online campaign and supplying a promotional product – a unique nylon flyer and pouch – promoting ANZ's new product offerings. The campaign was a great success, with ANZ achieving the desired cut-through.

Has MM+P had a recent name change? Mandeville Marketing has been established for over 20 years and we recently rebranded the business to correctly reflect our position in the market. MM+P (the P is for

Promotions) communicates our services and product offerings more effectively.

You've also recently set up MM+P franchises. How are they going and what makes them a good choice for a franchisee? We are very excited about this new direction for the company and have had a lot of interest from New Zealand and Australian enquirers. We now have three MM+P franchisees operating in New Zealand, all of whom are enthusiastic about the future within the MM+P organisation. We think it's a really unique franchise opportunity.

What are some of the specifics? We offer a proven business system and format operating for over 20 years. There is full training, ongoing support and the benefit of years of industry experience. We have an established and varied client base, with strong repeat business and a comprehensive range of products immediately available through our network of preferred suppliers and business partners. The MM+P business model/concept requires very little capital investment, with no requirement or commitment to carry stock and low operating costs. And, in association with our IT/Mobile solutions provider, we have developed a purpose-built IT programme that is mobile, adaptable and user-friendly.

GETTING THE MESSAGE THROUGH