

Build an **UNBREAKABLE** bond with your clients

WOW!

Emotional bonds are the strongest feelings people have
.....and your clients are people!

Tie you and your client together emotionally to ensure com-
fortability, trust in your product and loyalty - everyone likes return business!

Put a 'lil HEART in it!



What was the difference between Apple's 1986 Newton Failure
and Apple's **GAME CHANGING** iPod?!

With Newton, Apple's focused on features, with the iPod, they
focused on how people could personally connect and incorporate
their lives to their product

Music, videos and "On the go" playlists are unique to the user Pictures are living
memories on the users life Source: Wired Magazine January 2008 "Learning from failure: Apple's most notorious flops"

**Promotional Products can and must capture that same emotional
tie to make your next campaign a SUCCESS!**

Give your clients a flash drive:

An in-demand product: Over 275,000,000 sold last year - Clients are already buying!

YOUR Catalog: Sitting next to a picture of THEIR beloved family member

YOUR Website Link: Sitting next to THEIR Important document for their meeting

YOUR Facebook Page Link: Sitting next to THEIR favorite movie or song

Portable Promotion: They will take YOU with them, not your competitor

Your clients will be tying THEIR lives in with YOUR brand
which strengthens the bond between you, your client, and the
things that they love!

NOW THIS IS BRANDING!