

# WOMEN'S BUSINESS

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## Brightening Holiday Gift-Giving – It's Not Too Late!



**Karen Rubenstein**

It's November already!! Are you struggling to balance the "joy of giving" with the demands of the season?

In the business world, the pressure is on to find something meaningful and unique as a thank-you for clients, employees, and customers and ensuring your gift choices build your own brand equity. Of course this all has to be done in the next few weeks!

Fortunately there are ways around the crunch, even when the calendar flips to November:

Develop a gift-giving strategy. Before you start searching through catalogs, spend time thinking strategically. Think about items that will not only be needed and appreciated, but also reinforce your own brand.

*A global staffing provider celebrated their 60th year in business by giving customers 10 customized beans in a velour bag with a pot that was branded. 80,000 beans were imported that grew into pea pods with their logo, words of thanks, and words that were pulled from their mission statement. A unique gift that lives on for the many months and perhaps years.*

### Think community-minded.

One of the simplest gifting solutions involves purchasing holiday cards that send all proceeds to a charity. At Jog Marketing, we have chosen such a card program for CancerFree Kids and have received many appreciative calls from clients.

### Remember — utility serves all year!

This season's hot gifts include computer devices like USB memory sticks, or travel kits packed with mouse, USB devices and converters. In the "classic" category, calendars are a winner. Consider a unique version of this classic — an acrylic cube, floating calendar, or CD planner.

### Tempt the appetite.

Food gifts are safe and steady favorites. Chocolates or cookies emblazoned with your logo are always a great option but make sure you choose a very high quality provider.

*A global client wanted to send out a food item that worked well in several countries and would withstand varying climates. A coffee theme was developed with care taken to package beans that appeal to people in a variety of countries. Deep, dark and strong beans were chosen for European clients and light and lively for the US and China. The written and packaging themes varied with consideration given to the culture of the country.*

### Coordinate components.

An effective program will reinforce your brand by integrating brand presence at each point of communication — card, gift wrap, and the gift item itself. This doesn't have to be a headache. An expert can help you put these elements together in an efficient and cost-effective way.

Here's to easier gifting, and Happy Holidays!

— Karen Rubenstein, Jog Marketing

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