

GREATER EXPECTATIONS



As we approach the end of this crazy year, we want to welcome you to the next chapter as we journey together into another somewhat volatile season.

In order to set the stage a bit (and some expectations) here is a quick snapshot of our industry now, and some things we anticipate for the upcoming year:

STATE OF OUR INDUSTRY

The promo industry is gaining strength, but we don't expect it to level out to "normal" (does that still exist?) until mid-year.

CHINESE NEW YEAR

It officially begins 2/12, and can last up to 15 days. Plan ahead as usual for these production delays.

PANTONE COLOR OF THE YEAR

Pantone execs chose TWO colors for 2021: ***Illuminating*** and ***Ultimate Gray***. Keep an eye on our blog for more info on the reasoning behind the selection, and how to incorporate them into your merch plan.

BLOG

Check out our recent blog post featuring some of our most successful projects throughout 2020. Stay tuned for more...

PREDICTIONS

IN LIEU OF EVENT AND MEETING CANCELLATIONS, WE'RE SEEING:

- Direct mail campaigns
- Meeting and party boxes delivered to employees' and clients' homes
- Virtual tradeshow and recruiting events

REGARDING EMPLOYEE/CLIENT ENGAGEMENT AND GIFTING, WE'RE SEEING:

- Specific programs for employee appreciation
- Retention campaigns for clients
- Experiential gifting programs tying virtual events to drop ship gifts and utilizing online gifting suites

REALLOCATION OF BUDGET AND PROMO SPEND TOWARDS:

- Drop shipping charges
- Fulfillment fees
- Higher end and retail gifts
- Moving from event giveaways to appreciation gifts

PPE WILL NOT GO AWAY

- Traditional PPE will still be the top category, but will slowly be replaced by traditional promo over the course of the year
- Expect to see hybrid of PPE + Traditional for Q1-Q2

EXPANSION OF SERVICES BY PROMOTIONAL AGENCIES

- Complex kitting, fulfillment, warehousing and drop shipping

POTENTIAL INVENTORY AND SUPPLY CHAIN ISSUES

- Low inventory on popular products compounded by supplier liquidity issues
- US/China relations will impact availability and costs

TRANSPORTATION CHALLENGES

- FedEx/UPS are understaffed and overwhelmed, fueled by E-COM

WORKING FROM HOME AND VIRTUAL EVENTS STILL BIG PLAYERS

- Renewed focus on what products feed the message and how it's used
- Continued growth of E-COM and digital assets