



“ ..... your team are truly amazing ... thank you so much, so great..... ”

Nurture Brands

## BRAND AWARENESS & SHOPPER ENGAGEMENT

EXPERIENTIAL AND PROMOTIONAL

PRODUCT SAMPLING & PRODUCT HANDOUTS

LEAFLET DISTRIBUTION

PROMOTIONAL STAFF

Henry Colyer, Oppo Brothers

1 OF YOUR 5 A DAY COMPLETELY NATURAL GLUTEN FREE



# IT'S PROMOTIONAL



*All agencies say that they are different,  
but not all agencies can say that  
they make a difference*

*Empty shelves,  
get used to it  
with us!*

“ .... Your campaign management and attention to the details, plus ideas, really supported the launch of our new centre. Thank you so much.... ”

## SHOPPER ENGAGEMENT

Our agency is set up to deliver campaigns that bring our clients results. From brand awareness, new product launches, product handouts to giving key messages about services.

We also supply of professional promotional staff for your events, trade shows etc.

Like you, we aim to have long lasting relationships with our customers. The more we work with you, the more we get to understand your brand.

We are here to make a difference, from the campaign management to execution of a campaign or event.

**FOCUSED ON BRAND AWARENESS  
COMMUNICATING WITH CONSUMERS  
BRAND LAUNCHES, GROWTH & SALES**

Clare Young, The Vet

## PRODUCT SAMPLING, PRODUCT HANDOUTS & LEAFLET DISTRIBUTION

Product Sampling, Product Handouts and Leaflet Distribution provides you with the opportunity of engaging with shoppers directly to promote your **brand, product or service**.

**It's Promotional** and our professional team of brand ambassadors, across the UK, are expert at engaging your audience on a personal level, delivering your key messages, sampling and handing out key literature.

Social Media content can also be generated to reinforce any message and shows you engaging with your shoppers.

Hand to hand, face to face engagement connects with shoppers plus it brings data capture options for ongoing engagement.



“...Our confidence in It's Promotional is second to none. They do really care about our brand and work hard delivering our campaigns....”

*Kevin Smith, Battlefoats*



A great way to promote on-line sales, changes to services or just giving shoppers a money off Incentive!



# PROMOTIONAL STAFF

**It's Promotional** only employ professional promotional staff who have experience with shopper interactions and trade environments.

Our Bespoke Talent Database (T-Base) allows us to pick the right people to fit your brand or key messaging, where ever they are in the UK.



Brand Ambassadors are an effective way of supporting your brand. They are trained to interact with shoppers, consumers, event visitors etc. in a professional and engaging manner.

“...It's Promotional is so different to other agencies, you care about the people, and that makes them work harder for the brand we are promoting...”

Aran, It's Promotional Brand Ambassador

Use them to meet & great prospective new shoppers, product demonstrations, sampling, fun interactions, data capture or sales.



**BRAND AMBASSADORS  
COSTUME CHARACTERS  
DATA CAPTURE  
SALES  
EVENT MANAGERS**

**ACROSS THE UK  
RECRUITED TO MATCH YOUR BRAND / EVENT  
PROFESSIONAL  
CONSUMER OR TRADE ENGAGEMENT  
EXPERIENCED**



**MORE AT [WWW.ITSPROMOTIONAL.CO.UK](http://WWW.ITSPROMOTIONAL.CO.UK)**

“ ....It's Promotional have been the force behind our brand awareness campaign.... ”

*Abbie Gray, Bio-Tiful Dairy*

## INSIGHTS

**It's Promotional** can assist your brand / product by engaging your audience on a personal level, delivering the benefits and key messaging direct to shoppers.

New services, new brand, change of services, just want to give out an offer— experiential and promotional marketing allows you to engage with shoppers, listen and take feedback.

Plus a great way to capture data on customers for on going engagement. What could be better, to build a connection; a relationship with shoppers.

High Streets, Supermarkets, Shopping Centres, Stations, Freshers Fairs. Key footfall areas etc.

Guerrilla marketing, car park set-up, gazebo on the high street, 1 person or a team —whatever is right for your brand and budget, we will make it work hard for you.

Excellent campaign management is at the heart of what we do. Your brand becomes ours, because we want to have a long and lasting relationship with you.

We will research the best high footfall areas, linked to the demographic you are looking to engage with.

Our professional promotional staff are expert at shopper engagement, bringing your product, brand and a key messaging to life.

**CHECK OUT OUR WEBSITE FOR DETAILS OR  
CONTACT [PHIL@ITSPROMOTIONAL.CO.UK](mailto:PHIL@ITSPROMOTIONAL.CO.UK)**

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