

CUSTOM USB FLASH DRIVES MAKES DISTINCTIVE PROMO

A worldwide logistics company out of Florida, has a problem distinguishing itself in consumer minds. Its name is very similar to another company better known for mayo.

It is also a German company – adding to the confusion for some. So when their sales and marketing staff headed to its national convention, they wanted something special for the goodie bags.

They decided a custom shaped USB flash drive, designed to resemble one of their shipping containers, would be the perfect promo and branding combination. "We wanted to give out something that made it very clear what we do," said J. Woelper, director of marketing.

She wanted a promotional giveaway item that made sense for the industry. "In our industry, we are really good at getting any kind of goods from Point A to Point B.

"In particular, we are good at providing for our automotive customers – supplying parts to the makers, and some customers are the car makers themselves," she said.

"We did the USB in the shape of a container because that is our business – trucks, planes and ships," Woelper said.

The USB was something useful for its customers, too, and not just another stress ball or shopping bag. "Here is something with our logo on it, a small token, and it is something useful," she said.