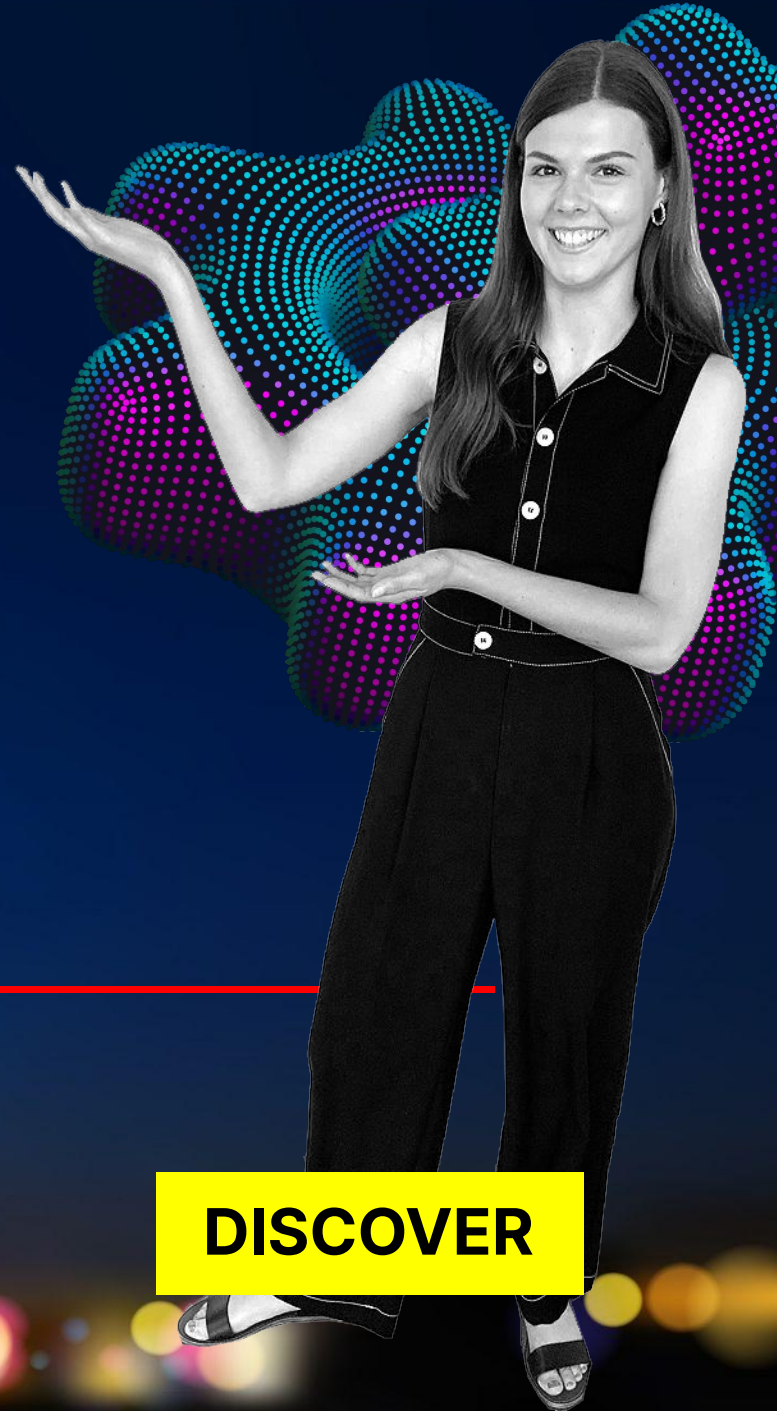


COG promo[®]

PROMOTIONAL PRODUCTS

Methodology and
Case Studies

DISCOVER



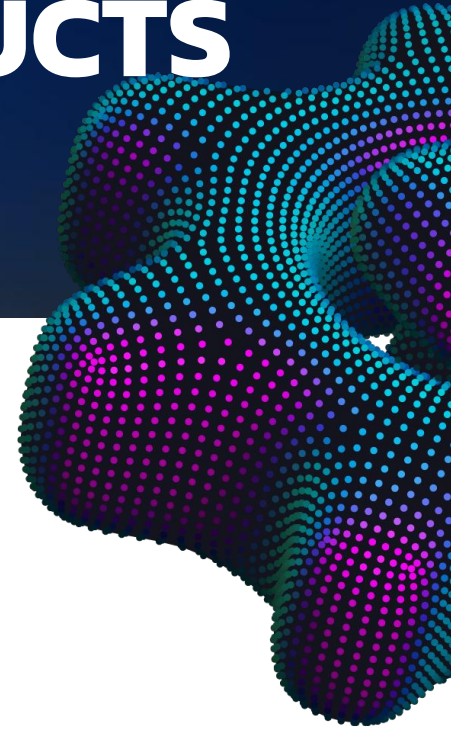
THE COG PROMO APPROACH TO PROMOTIONAL PRODUCTS



This document introduces you to the [COG Promo](#) Product Suite for Promotional Products and services.

We operate as a brand and marketing agency and lead as a small business technology consultancy. Our approach to delivering solutions is an integrated multidisciplinary approach. Simply meaning we're a full service agency and combine products where possible to ensure our clients are the recipients of value in the exchange.

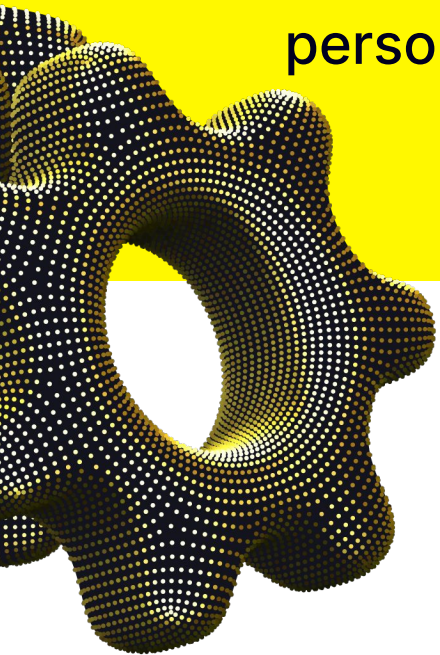
By providing brand and marketing services in product form we know it helps our clients understand inclusions, fees, and expected outcomes. You'll enjoy our approach!





SO, ARE YOU READY TO BUILD BRAND EQUITY AND CONNECT IT TO YOUR BUSINESS?

The COG Promo focus is to build human value in your brand so it serves the business autonomously, like a person would.



START!

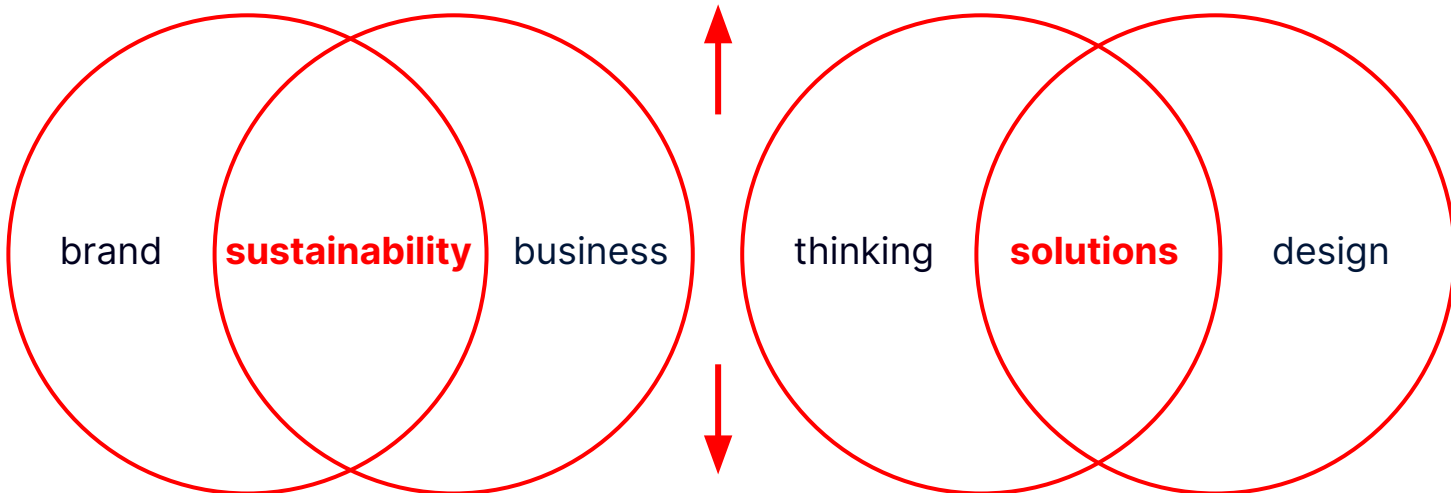




WE SOLVE COMMUNICATION PROBLEMS. IT'S HERE OUR SKILL IN CONNECTING BRAND TO BUSINESS IS DELIVERED.

We focus on emotionally considered thinking, innovative design systems and use tactical strategies to achieve our project objectives. Our goal is to develop a sustainable approach to business for our clients.

SUSTAINABLE BUSINESS MODEL



**WE GET YOUR BRAND TO WORK AS AN AUTONOMOUS SALESPERSON
FOR THE BUSINESS**



**WE'VE DELIVERED PROJECT SUCCESS
FOR COMPANIES THAT YOU KNOW.**

**BUT WE'RE SMALL BUSINESS
SPECIALISTS READY FOR NEW
PARTNERSHIPS.**



Deloitte.



Rentokil





PROMO PRODUCTS THAT DELIVER

We approach the development of promotional marketing strategies and the design of custom promo products with a high level view to understand all the other elements of the brand, and how the business is currently communicating directly with its customers.

We also consider how the promotional marketing projects will function with other key business elements and what the through-the-line requirements are.

UNDERSTAND YOUR RECIPIENTS DEEPLY

Before you think about ordering promotional items, you must be intimately familiar with your recipients, whether that's customers, prospects, employees, or event attendees.

Start by thinking about recipients' demographics, interests, challenges and behaviors. How old are they? What is important to them? What are some things they enjoy or need? Then, think about the purpose of the items you're ordering. Are you planning for a trade show, holding an event, or simply stocking up on giveaways?

DEVELOP AN IDENTITY AND STYLE

Does your branded merchandise look like a cohesive collection, or is it all over the place? To create a united brand, similar elements must be repeated throughout your designs. These elements could be your logo treatment, colors, textures, or a combination. Create a brand identity that can work seamlessly across many different mediums.

LESS IS MORE

Plain and simple: busy designs are confusing. If your artwork has too much going on, chances are it will not look good once printed. Think about some of the most famous brands in history. One thing they all have in common is simplicity in their design.

CONNECTED, LIVE, SWITCHED ON, ALL DAY EVERYDAY.

Our brand design experts become an extension of your team. We're at call with desktop chat connectivity as if we're in the same office.

That's why 100+ companies trust us to deliver every single time.

We're always updating on the Promotional products and trends, [design](#) and concepts, software, print and visual communications.

We also provide [brand management](#) and aftercare long after we achieve project success.





THE IDEAL MIX OF EXPERTISE.



INTEGRATED DELIVERY.

At [COG Promo](#), we deliver advanced and integrated solutions allowing us to partner with strategists, copywriters, photographers, digital marketers with ease.



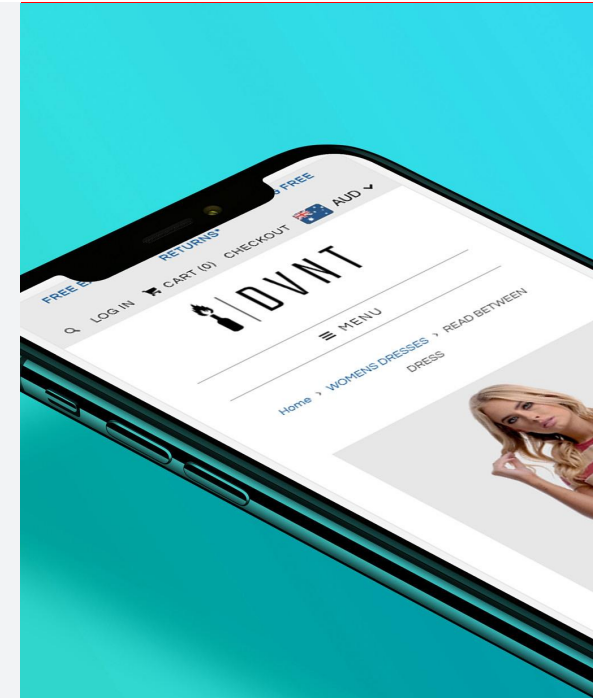
FULL SERVICE BRANDING – 100% AUSTRALIAN.

COG Promo is supported by the COG Branding Group. Everything in house, under the one roof, 100% Australian.



TRANSPARENT ACCESS AND REPORTING.

We keep our clients align side us through all processes and deliver constant project updates. Plus, you have access to all creative assets and files on project completion.





COG PROMO

WHY CLIENTS CHOOSE US



PROVEN SUCCESS IN DRIVING REVENUE

We've helped clients increase sales and generate more revenue.



OUR ABILITY TO DELIVER VALUE

Our focus is to build value. We approach brand development with the promise that our creative design and brand management services are loaded with value, and assets are easily absorbed by the business.



CLIENTS REFER THEIR COLLEAGUES

Our clients come from referrals. We're busy, simply from our reputation.



PRIVATE COMPANY

COG Promo is part of [COG Branding](#), a privately owned 100% Australian business with a work ethic our grandparents instilled in us.



EXPERIENCE ACROSS EVERY INDUSTRY

1000+ companies across every industry have trusted COG Promo to deliver, and the results speak for themselves.



READY TO SCALE

COG Promo has the inhouse professional team to meet the demands of any project size. We've got the firepower when it's needed.



HOW COG PROMO CREATES RESULTS FOR EVERY CLIENT.

CUSTOMER CENTRIC

We develop promotional product collateral to ensure brand story connects both emotionally and logically with the targeted audience. We integrate print product and services into human conversations.

BUSINESS VALUES

Via creative aesthetic and design elements we seek to define the core business ideals and values and then promote them in the right promotional product marketing via the most appropriate methods.

COMMERCIAL VIABILITY

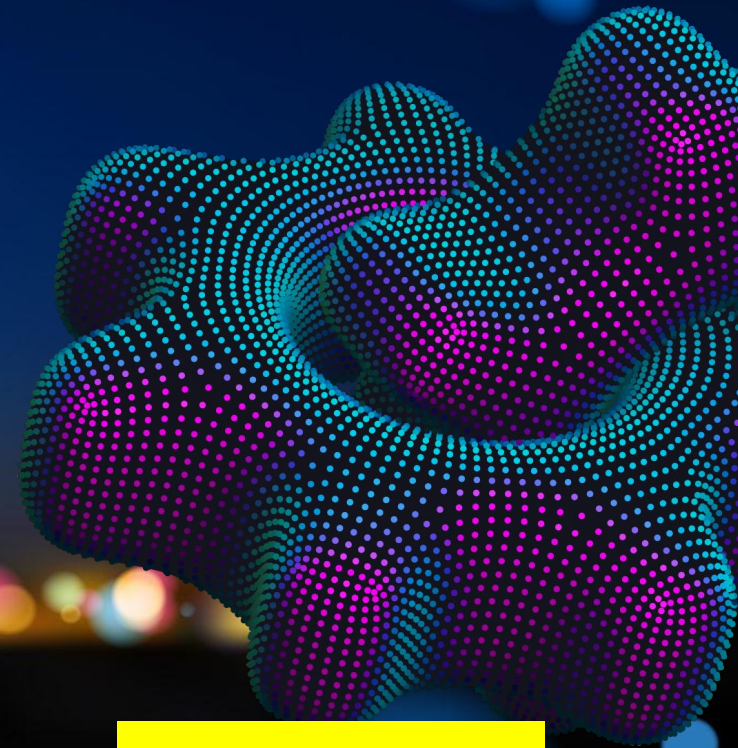
Our approach ensures the brand delivers against commercial objectives and business orientated sales plans. Our knowledge of promotional concepts considers our clients business and their customers.

VERSATILITY

A promotional product solution and service should in return provide a more sustainable opportunity for sales and marketing, and also deliver longevity in market positioning. We build brand ready to scale, grow and adapt to new opportunities.



WHAT IS A COG PROMO PARTNERSHIP?

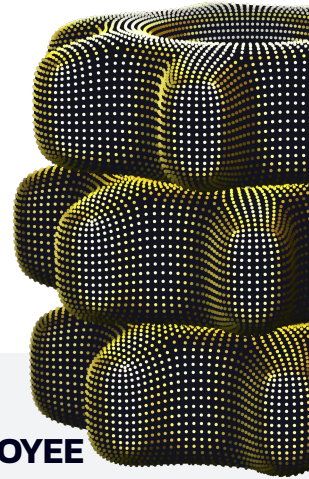


VALUE!





HOW PROMO PRODUCTS HELP YOUR BUSINESS



INCREASE BRAND AWARENESS

Promotional products are an extremely effective tool for increasing brand awareness. Providing a huge number of impressions on a regular basis. In fact promotional products were ranked as the number 1 most effective form of advertising to prompt action across all generations.



PROVIDES A "FOOT IN THE DOOR" ICEBREAKER

First impressions are everything in business and what better way to leaving a good first impression than if you're receiving a gift that's going to make your life better? The rule of reciprocity is a social norm where if someone does something for you, then you feel obligated to return the favour.



IMPROVE CUSTOMER/EMPLOYEE RETENTION

Promo Products are more memorable than just receiving cash. The customer experience doesn't end when they receive the product or service. It encapsulates all of the interactions with your brand. Providing an exceptional experience and invest in quality gifts returns dividends in the long run.

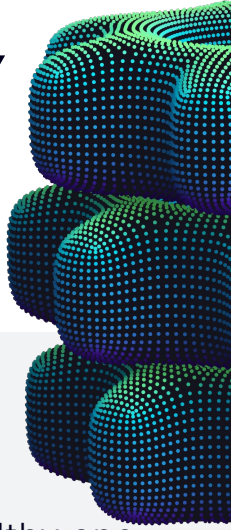


TANGIBLE MARKETING YOU CAN HOLD

No other marketing methods can you physically hold the item in your hand. In today's day and age of being bombarded with popups and newsletters having something, you can physically touch instantly cuts through the noise and makes you stand out from the crowd.



HOW BRAND CONSISTENCY HELPS YOUR BUSINESS



GENERATES FAMILIARITY.

Brand awareness is name recognition. But being known is not the same as being known for something. In order to be a powerful brand, build brand familiarity: let your customers and potential customers know who you are, what you offer, why you offer this.



PURSUES CUT THROUGH.

The concept in brand marketing titled “cut-through” is achieved via consistency. A brand with a presence stands out and is noticed within a crowded market. Having cut-through is a highly desirable quality for a brand to have, and over time it builds brand equity.



BECOME A COMPETITOR

A brand in competition is a healthy one. It means it’s in market, working and communicating. If a brand is not competing it’s not doing its job as an autonomous sales agent for the business it’s representing.

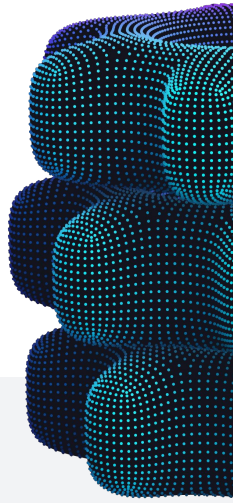


GENERATES EQUITY AND VALUE

Ensuring a brand is consistent throughout its messaging, creative, positioning and in-market activities will build brand equity fast. And a brand with equity can offer more value to its customers and the business itself.



HOW CREATIVE DIRECTION HELPS YOUR BUSINESS



CREATES AN EMOTIONAL STIMULUS.

A strong creative direction will engage users and make them feel more personally connected to your brand, ideally to elicit a more emotional reaction. Humans are emotional beings and respond to stimulating creative.



BUILDS A BRAND STORY PLATFORM.

Creative direction builds brands and connects them with their audiences by guiding, owning and nurturing concept creation and completion in a way that reinforces customer perception throughout their entire customer journey, and the brand's own lifecycle.



REAFFIRM THE WRITTEN WORD

A brand's Creative Direction is comprised of designed assets that when done well, should support the language and verbal promises of the business. When creative direction and business language are working together, it creates a powerful synergy.

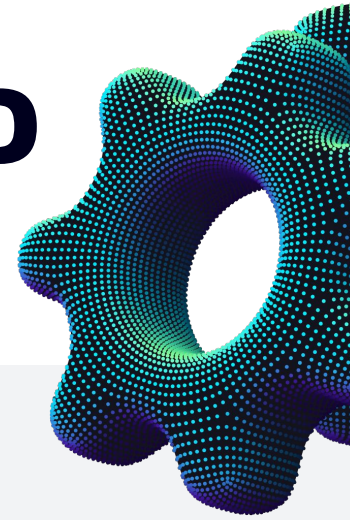


OWN A STYLE AND BECOME KNOWN.

Implementing a strategic creative direction into a business sets up a rule of consistency across and brand and business touchpoints. In turn, this creates a style that becomes synonymous with the business offer.



HOW A MANAGED BRAND HELPS YOUR BUSINESS



SERVICE AND NURTURE INVESTMENTS.

There's far greater ROI in keeping an existing customer than recruiting a new one, and a strong brand idea can optimize your marketing budget. Managing your brand will secure communication channels and strategies, all driven by time and money.



REAFFIRMS BRAND PROMISES.

Your brand works as a glue, binding customers to your brand so they stay with you, grow with you, and tell others about your brand. It helps you identify your best customers and to direct special efforts against them.



ENGAGES THE TEAM

Your brand works as a “North Star” that you're employees follow. As a result, employees feel more engaged, work harder for your brand's success, and become great ambassadors for your brand.



CREATES EFFICIENCY IN MARKETING

A clearly articulated brand with identified assets and parts makes marketing more efficient and effective. Marketing needs to focus on selling brand or products and service. Once this is made clear, the focus can simply be on strategy and performance.



PROMO MARKETING CASE STUDIES

SEE THE RESULTS



DISCOVER!



FULL CORPORATE PROMOTIONS SUITE



HYDROFLUX
WATER | SCIENCE | TECHNOLOGY

BRAND: HYDROFLUX



LAUNCH!





FULL CORPORATE PROMOTIONS SUITE

THE BRIEF

Hydroflux approached COG Promo with a brief to deliver the full corporate suite of promotional products for the business to take to events, tradeshow and general company distribution. A neat, clear and concise delivery of event and promo product solutions was required by the Hydroflux brand. At a high level the promo products and marketing solutions for Hydroflux required strict adherence to the event and brand guidelines and had a fixed budget.

ABOUT THE BRAND & BUSINESS

The Hydroflux Group consists of eight specialist water and wastewater treatment companies. These integrated businesses undertake design and construction projects, and provide aftermarket services to the municipal, mining and industrial sectors.

THE RESULTS

We're proud to present Hydroflux their own customised promotional product line! We loved working on the promo projects for Hydroflux, we have put together a curated selection of high quality customised Hydroflux promotional products. These products are versatile and can be used by the Hydroflux team or gifted to Hydroflux customers, clients and partners.





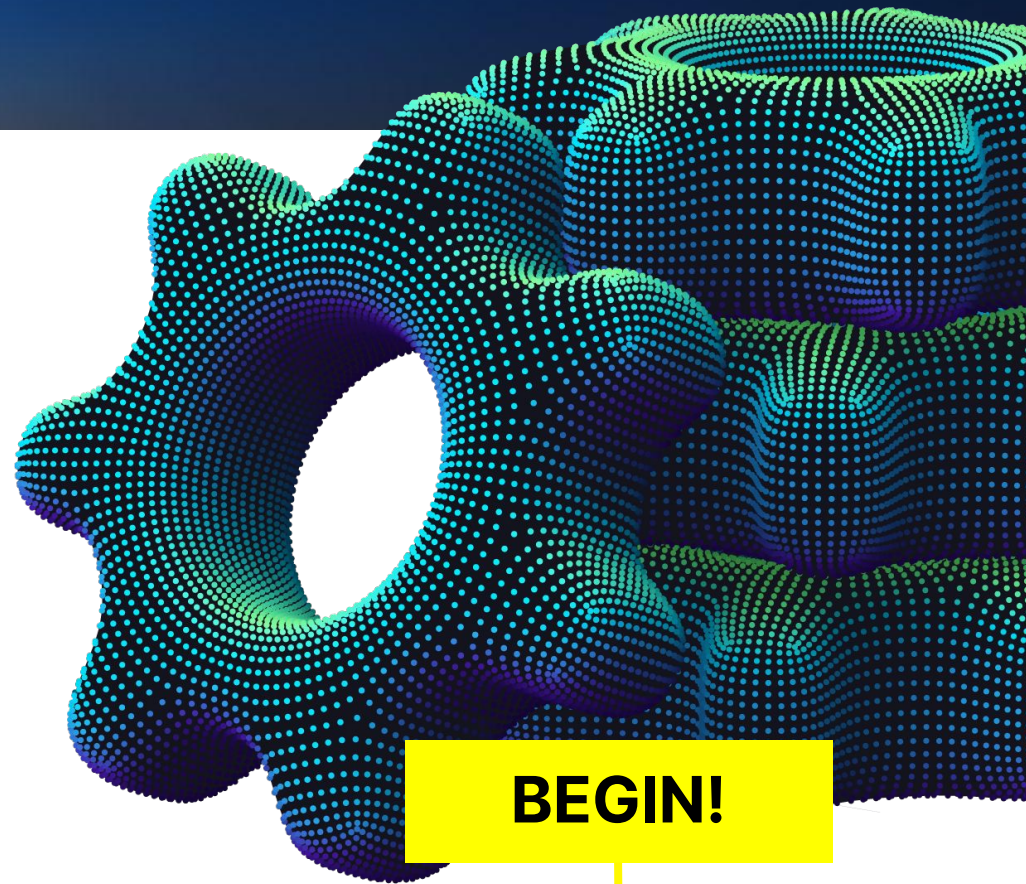
EVENT SUITE: STRESS HOUSES, PENS, PRINT



BRANDED ECO PROMOTIONS SUITE



BRAND: SOILCO



BEGIN!



BRANDED ECO PROMOTIONS SUITE

THE BRIEF

SOILCO approached COG Promo with a brief to deliver an eco-considerate range of promotional products for the business to take to events, tradeshow and general company distribution. A neat, clear and concise delivery of event and promo product solutions was required by the SOILCO brand. At a high level the promo products and marketing solutions for SOILCO required strict adherence to the event and brand guidelines and had a fixed budget.

ABOUT THE BRAND & BUSINESS

SOILCO transforms organic waste into the world's best soil health products and services to meet the soil improvement needs of Eastern Australia and regenerate natural systems. They design, build and operate state-of-the-art organics recycling facilities with processing capabilities new to the Australian industry.

THE RESULTS

We're proud to present SOILCO their own customised promotional product line! We loved working on the promo projects for SOILCO, we have put together a curated selection of high quality customised SOILCO promotional products. These products are versatile and can be used by the Hydroflux team or gifted to SOILCO customers, clients and partners.



BRANDED ECO PROMOTIONS SUITE

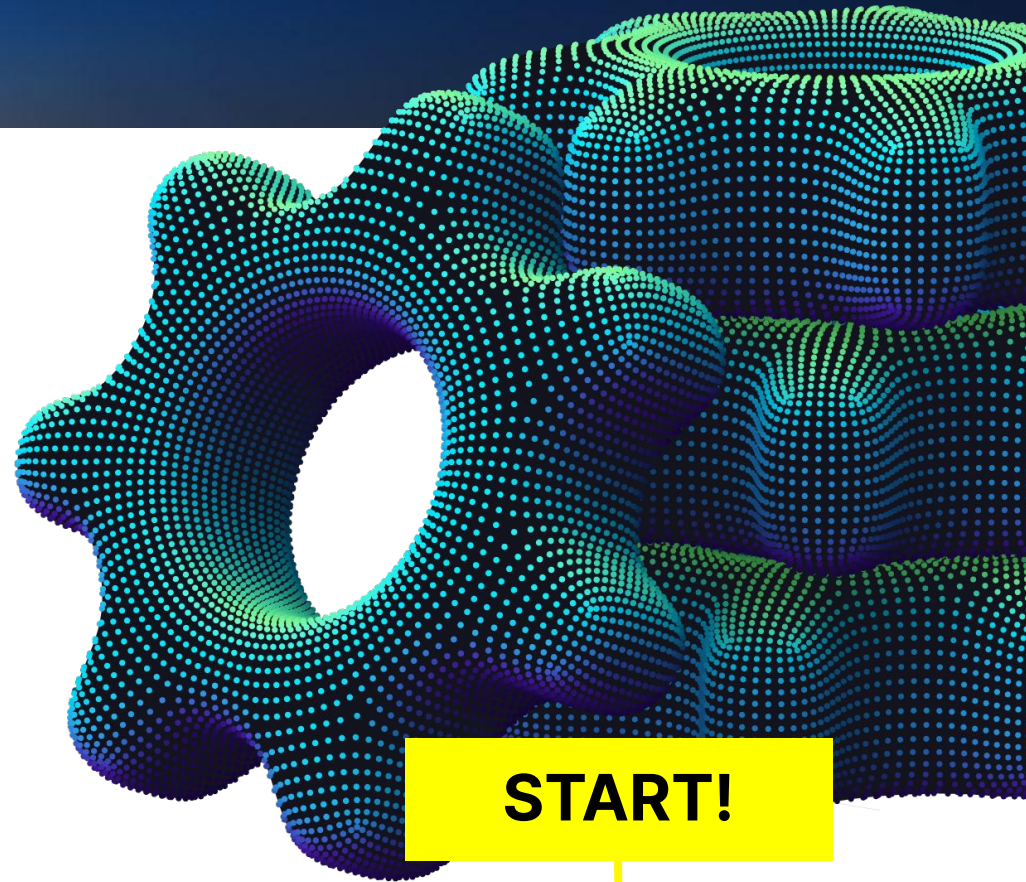


ON-SITE TRADIES PROMOTIONAL PRODUCT RANGE



MATT BUILD

BRAND: MATT BUILD



START!

ON-SITE TRADIES PROMOTIONAL PRODUCT RANGE

THE BRIEF

MATT BUILD approached COG Promo with a brief to deliver the full corporate suite of promotional products for the business to use on the building site and for general company distribution. A neat, clear and concise delivery of event and promo product solutions was required by the MATT BUILD brand. At a high level the promo products and marketing solutions for MATT BUILD required strict adherence to the event and brand guidelines and had a fixed budget.

ABOUT THE BRAND & BUSINESS

Matt Build are a Sutherland Shire home construction company building homes across Sydney for over 10 years. Our business promise is not only to turn your vision into a reality but to inform, educate and involve you pre, during and post – build. INSTIL CONFIDENCE . BUILD TRUST . DELIVERING OUR PROMISE.

THE RESULTS

We're proud to present MATT BUILD their own customised promotional product line! We loved working on the promo projects for MATT BUILD, we have put together a curated selection of high quality customised MATT BUILD promotional products. These products are versatile and can be used by the MATT BUILD team or gifted to MATT BUILD customers, clients and partners.



ON-SITE TRADIES PROMOTIONAL PRODUCT RANGE



CLAIM YOUR FREE 30-MINUTE BRIEFING SESSION

Getting support and results like these case studies is only a phone call away.

If you're serious about developing your business and brand to allow an autonomous brand serve your business like a sales agent — you must consider your brand development, the brand story and its ability to engage emotionally with your target audience.

If you have any questions, or would like our help on implementing the type of strategy we've presented here take advantage of our free 30-minute strategy session where we'll discuss your business goals and challenges.

Please note this is not a sales call. You will be speaking with one of our highly experienced brand experts, not a salesman.

(02) 9523 6007

Enquiries@COGbranding.com.au

BECOME A COG CLIENT TODAY. ACHIEVE GROWTH AND SUCCESS WITH A RELIABLE PARTNER.



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