

Pens and Writing instruments

The purpose of this ideas sheet is to make you aware of just some options when considering pens but it is far from exhaustive document (we know you won't read it if we write a book – and we could!)

A pen is, always has been and probably always will be, the *numero uno* promotional giveaway or gift.

BUT....

if you think of a pen as a writing instrument, you are completely missing the point!

Yes, it should write nicely, but your choice of pen should be governed by other factors:

1. Colour
2. Style
3. Quality
4. Message
5. Audience

Colour, Style, Quality

Goodness knows how many pens are out there, but there are easily enough to ensure you get one that reflects your brand values. These are conveyed above all through the colour, style and quality of the pen.

If you buy a pen that feels cheap and print it in a dull way with, say, company name, address, telephone, fax, website etc, guess what? – you project an image of a dull, small time operation with no budget and a hint of desperation. And by the way, no one will read the text anyway, even if they use the pen (which they probably won't as someone will give them a better one!)

And if you are a dull, small time operation with no budget that gives out pens that are stylish and colour coordinated, that write well and are printed in a pleasing way, no one will guess the truth - at least until they speak to you!

TIP 1: There are many, many pen options that allow you to vary the components to give the desired colour combination. For above 10,000 units you can have the components pantone matched in some cases.



Look how the red black combination above has been chosen to go with the logo and how the print on the clip gives emphasis to the web address. Yes, it costs a little more, but it will deliver much better value.

Message

Do you have a particular message to communicate? Are you moving offices, launching a website, promoting an internal project, delivering product information, holding a conference or simply thanking your best customers? If so, there maybe a special feature pen that will work brilliantly for you. Check the following examples:

➤ Situation 1: **Conference**

You are holding a conference and delegates will receive copious notes. You expect delegates to want to annotate their notes. The highlighter (also available as a ballpen) below enables this and the index stickers contained in the pen allow them to easily mark the pages for future reference. The message on the pen simply commemorates the event.



➤ Situation 2: **Internal Message**

Our construction industry client wanted to make everyone aware of a new Health and Safety initiative. The message was **DANGER: Don't ignore it, Highlight it!** combined with an internal web address for staff to report perceived hazards anonymously. Highlighters were/are distributed to everyone in the company regularly and the campaign has greatly reduced accident frequency and severity:



➤ Situation 3: **Moving Offices**

If moving offices, you might include the compass pen as part of your mailing to customers and suppliers. The message? ***Come and find us in our new premises!***



➤ Situation 4: **Product Information**

You have a new product launch and have technical information you want your audience to read and retain. The spring-loaded flag pen gives you a double-sided full colour print area of almost 1/3rd A4/ The novelty of the flag pen means that people will not just do both, but that they will show others too!



➤ Situation 5: **Launching Website**

You are launching a website and want to attract traffic to it. The first trick is to get people to subscribe to email offers that in turn drive people to the website. The pen shown is one of several that can be individually engraved with a unique number as well as your website address. By subscribing and entering their unique number, your subscribers are entered into a monthly free draw. An email tells them that the latest draw has been made and that the winning number has been posted to the site. Subscribers are encouraged both to keep the pen and to return to your site to see if they have won!



Audience

Finally, the bleeding obvious! Remember who you are giving the pen to and the context for it! A delegate at an exhibition may be delighted with a half decent plastic pen that writes well. Your best customer that spends £100K+ a year with you might be less than impressed if that is all he finds in his Christmas box! But give that same person a plastic pen that opens up to reveal a self-inking stamp pre-loaded with his own personal details and he will not only love it (such is the power of ergonomics!) he may well also be impressed with the trouble you have taken.



There are just a few ideas that explore the possibilities of pens. There are letter opener pens, magnetic pens, USB drive pens as well as brand name pens like Cross, Parker, Waterman, Mont Blanc, Lamy, Tonino Lamborghini, Schaeffer etc.

So if you want a pen, but are not sure which or if you are simply stuck for ideas, call us and we will be pleased to help.