




If they like my feet that much, perhaps they like the rest of me too! 

What is a Corporate **Sock Subscription**?

It is just a great gift idea!

Really? Why?

It will make people smile! Along with condoms and bottoms, socks are in the top ten concepts that people find amusing. It works like this - at the time and frequency of your choosing, we will send your staff or clients (or both) a lovely pair of the finest socks, boxed in your own full colour packaging design, with your unique message card inside - not just once, but every month, every other month or every quarter for an entire year.



Imagine how they will feel when the next batch of pristine socks arrives, made from cool cotton (but enriched with Spandex to prevent slippage) and manufactured using the very latest sock technology.

How does a **Sock Subscription** compare with some Corporate Gifts?

Gift	Approximate Cost per head	Effectiveness
Box of chocolates	£10 - 20	Received well, makes the recipient very popular in the office as the hordes gather round, scoff the lot in a matter of minutes leaving the recipient mildly disgruntled and swearing never again to touch an orange cream , even if it is the last one left in the box.
Bottle of Booze	£10-£25	Well received, unless the recipient is a. teetotal or b. doesn't like the drink. Probably gets passed on as a gift to someone else in the office or gets drunk, along with the recipient. Either way, tomorrow's bottle bank.
Corporate Day at the Races	£150-£500	Very well received - the corporate bar especially. Recipients will take full value and enjoy their day enormously before staggering home to the sort of hangover that can only be achieved at someone else's expense. Likely to forget as much as they remember.
Sock Subscription	£30-£40	Initially puzzled - doesn't remember ordering socks. The enclosed message raises a smile for a cute idea. That evening transfers the holiest socks from the drawer to the bin and repeats this every quarter for a year. Eternally grateful that matching sock pairs is now much easier. Looks forward to the next package arriving.

How does a **Sock Subscription** work?

- « Decide upon the level (frequency) of subscription you want.
- « Place an order, together with your packaging design, your list of recipients (+ their addresses) together with your message for each batch.
- « Sit back and relax while we handle the rest.

FAQs

- « **What is the minimum order?**
The minimum order for standard stock (black socks with green toes and heels) is 65 subscriptions. Other colours are available from 100 quarterly subscriptions, subject to a 10 week leadtime. (Ladies version available from 100 subscriptions only)
- « **How much is a subscription?**
The basic subscription will cost £38. This includes 12 pairs of high quality socks, a printed box and message card handling and postage.
- « **Am I limited to a quarterly subscription?**
No, we can accommodate most requirements. The basic subscription is quarterly but monthly and bi-monthly subscriptions are available.
- « **Are there quantity discounts?**
Yes - 100 subscriptions @ £36.00 each, 250 @ £30.50, 500 @ £27.00, 1000+ POA - all plus VAT
- « **Can I get our logo added to the socks?**
Yes, but be careful - our research shows that people are far less likely to wear them. That is why we have gone for the signature design of differently coloured toes and heels. However, if you want to incorporate a design, this can be done at extra cost. POA, dependant on the design.
- « **What sizes do they come in?**
One that fits feet from sizes 6-12 (men's) and 4-10 (ladies).
- « **Will my mother like them?**
Yes, but probably not to wear. The standard socks are designed for men, though Ladies Socks can be offered from 100 subscriptions.

Are you now up to speed with **Sock Subscriptions**?

Take the **Sock Subscription Quiz!** (more than one answer is possible)

- « **A Sock Subscription is a good way of:**
 - a. Letting people know that their feet smell.
 - b. Letting people know you value them.
 - c. Getting people to think of you up anything to 365 time a year.
 - d. Getting your own back on M&S for those annoyingly drooly voiceovers for their food ads.
- « **A Sock Subscription is easy to administer because:**
 - a. You usually have some YTS *yout* in on Work Experience and struggle to find jobs for them.
 - b. The Post Office hasn't closed your local branch and sending out the packages is something your secretary can do on the way home.
 - c. You don't have to do a thing once the order is placed - the offering includes printing, packaging and dispatch every quarter (or more).
 - d. Most of your recipients live nearby and you can get the kids to pop them through the letter box.
- « **A Sock Subscription is an excellent promotional gift because:**
 - a. It gets you noticed and helps you stand out from the crowd.
 - b. It is quirky and puts a smile on people's faces.
 - c. It is useful to the recipient.
 - d. It prevents all those lost days when staff take time off to darn old socks.



Another pack of socks makes it through the postal strikes!