



*Create*



*Communicate*



*Connect*

*Corporate Merchandising*

## **PROMOTIONAL MARKETING WORKS**

According to a recent survey conducted in Chicago, Los Angeles, New York and Philadelphia by the Advertising Specialty Institute, the cost-per-impression (CPI) of a promotional product is a fraction of a cent – \$.004 to be exact. The survey goes on to show that the CPI of a promotional product beats nearly all other advertising media available – including TV (network and cable), radio and print advertising.

The study also reports that people who receive promotional items and incentive products keep them for a long time – an average of seven months – providing repeat and consistent brand exposure for marketers.

Have you presented bags to clients lately? Chances are, they will use it more than nine times a month, and your logo will be seen monthly by 1,038 people, according to the study.

### **Customized Solutions For Your Marketing Needs**

Finding appropriate corporate merchandise can be like looking for a needle in a haystack. Your corporate merchandise should appropriately represent your company, maintain your brand and meet the objectives of the promotion.

Chakra's agency approach to promotional marketing makes your job easier and provides you with an unprecedented array of exclusive services. Our specialized merchandising personnel bring you new and unique products more quickly than you thought possible and with the quality & accuracy you can expect from a company that understands the importance of brand management and corporate identity.

### **Our Approach**

Flipping through a vast array of catalogs can be a waste of your valuable time. Go window shopping from the comfort of your couch instead at <http://chakra.logomall.com/> with access to hundreds of thousands of products that correlate to specific industries, themes and categories.

Or if you prefer, our merchandising experts can source merchandise, provide alternatives, procure samples, and fulfill orders that match your specific requirements for tradeshow, corporate events or any other promotional need.

If you need an on-line corporate store, our web development staff can build one to your specifications, our corporate merchandising specialists can stock it with select items and our order fulfillment team can ensure orders are shipped on time.

And if you prefer a holistic approach, let Chakra design and print an affordable custom catalog for your company, combine it with a custom website and rely on our knowledgeable team to ensure that you have your promotional items when you need them.

Call us today and let us become part of your corporate merchandising efforts.

**www.chakracentral.com**

644 Ellicott Street  
Buffalo, New York 14203-1221  
P: 716.505.7300

140 Washington Ave., Suite 150  
Endicott, New York 13760-5307  
P: 607.748.7491