



# MONITOR

*PROMOTIONAL ITEMS DRIVEN BY CONSUMER INSIGHTS*

## COMPANY OVERVIEW

Monitor is a leading promotional items company and the pioneer in using consumer insights to help marketers make informed purchasing decisions.

Founded: 2004

Offices: Truckee, CA | Burlington, VT

Clients: Global Brands & Marketing Agencies



# MONITOR'S SERVICES



Motorola Droid Bottle

## Promotional Items

Domestic and international sourcing and production



Mountain Dew Hat

## Branded Apparel

Screen printing, embroidery and other decoration techniques



NBC Sports' Dew Tour Trophy

## Creative Services

Product design, package design, identity development



Financial Services Firm's Web Store

## Online Stores

Your company's branded promo items available for purchase by employees for promotions, events and more



Verizon Custom Sunglasses

## Importing

Custom products from trusted overseas factories at a fraction of the cost

## CONSUMER PROMOTIONS



VERIZON WIRELESS  
EAR BUDS WITH CUSTOM CASE  
MONITOR QUICK-CHECK FAVORITE (18-34 YO)

TRADE SHOWS



SUGAR BOWL SKI RESORT  
TRADE SHOW TRAFFIC BUILDERS  
2014 SKI EXPOS

PRODUCT LAUNCHES



BLOOMBERG NEXT  
COLOR-CHANGING MUG  
50k UNITS TO OVER 25 COUNTRIES

## UNIFORMS & BRANDED APPAREL



TOYOTA  
CUSTOM WOVEN BEANIE  
2014/2015 DEW TOUR GIVEAWAY

## EMPLOYEE RECOGNITION



BLOOMBERG  
EMPLOYEE TENURE AWARD  
SHIPPED TO OVER 50 COUNTRIES



GIFT WITH PURCHASE



MARKER - VOKYL  
GOLF TOWEL & WALL-MOUNTED BOTTLE OPENER  
GIFT-WITH-PURCHASE OF MARKER BINDINGS

# EVENT SUPPLIES



KIND SNACKS  
ONE-OF-A-KIND CUSTOM KIND TENT  
SUMMER '14/ WINTER '15 FIELD MARKETING EVENTS

# POINT OF SALE



NEW BALANCE  
'HOUSE OF CARDS' POP DISPLAY  
SHIPPED TO 750 SHOE RETAILERS NATIONWIDE

PRINT



BURTON SNOWBOARDS  
PRO-FORM CARDS  
BURTON, ANON, CHANNEL SURF, GRAVIS FOOTWEAR BRANDS

# MONITOR'S PARTIAL CUSTOMER LIST



EDUCATION



HEALTH

Bloomberg

FINANCIAL



BEVERAGE



AUTOMOTIVE



NON-PROFIT



FOOTWEAR



RESTAURANTS



AGENCIES



GOVERNMENT



MOBILE TECHNOLOGY



RETAIL



MEDIA

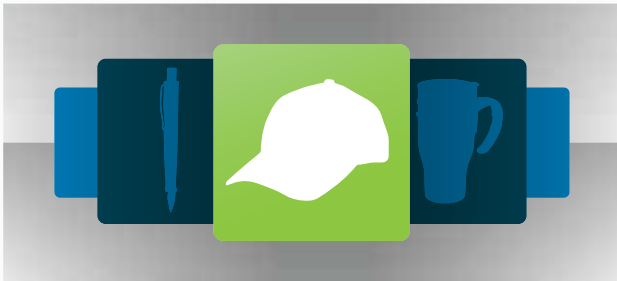


HEALTH & BEAUTY

# MONITOR'S INSIGHTS PROCESS

## QUICK-CHECK

### STEP 1 YOU BRIEF MONITOR



**Brief us.** Call or email us, or send us a request for a custom proposal, and we will help you make some preliminary choices of promo items based on your budget, timing and the consumers you're trying to reach.

### STEP 2 MONITOR GATHERS INSIGHTS FAST



**Monitor helps verify which items will have the most impact.** At no additional cost to you, we will use one of our proprietary insights tools to identify which promo items your customers like best and why.

### STEP 3 YOU ORDER WITH CONFIDENCE















**Order based on an informed decision.** In the same amount of time it takes most promo item companies to give you cost and delivery information, we will provide those and your consumer insights too. Our team will then manage the entire ordering process.

Quick-Check is provided at no additional cost for customers who meet order minimums.

# QUICK-CHECK RESULTS EXAMPLE

## PROJECT BRIEF:

Monitor's Health Snack customer wants to order 2,500 hats targeting women at the nationwide 2013 Wanderlust Yoga Festival. Monitor tested 6 hats with 18-34 Year Old Female Yoga Enthusiast to learn what hat style they preferred and why.

MONITOR QUICK-CHECK™		CONSUMER PREFERENCE	KEY CONSUMER FEEDBACK
ITEM DESCRIPTION			
 Jersey Knit Unstructured Cap: \$4.41 + Set-Up	44%	"Jersey Knit caps are sexy and girlish."	
 Pony Tail Running Beanie: \$13.73 + Set-Up	17%	"More my style, I hardly wear ball caps but I wear beanies when it is cold."	
 Pony Tail Hat: \$4.60 + Set-Up	14%	"I am a runner with long hair and I love the idea of the pony tail cutout in this one!"	
 Runners Cap with Air Vents: \$5.62 + Set-Up	11%	"I love the color... it looks comfy and cute! It looks like I borrowed it for my boyfriend and I would totally wear it."	
 Organic Cotton Cap: \$5.54 + Set-Up	8%	"It looks distressed which I like."	
 Fidel Cap: \$7.37 + Set-Up	6%	I find these lighter, cooler, and more comfortable"	

### MONITOR RECOMMENDATION

Customer should consider purchasing the Jersey Knit Cap. It was the overwhelming favorite among the targeted consumers and is one of the least expensive options.



TO BEGIN THE ORDERING PROCESS OR  
IF YOU HAVE QUESTIONS, CONTACT US:

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Email: [drewt@monitorpromos.com](mailto:drewt@monitorpromos.com)

Web: [monitorpromos.com](http://monitorpromos.com)



## WHY CONSUMER INSIGHTS

Using consumer insights to make marketing decisions has been practiced successfully for over 50 years.

Today, nearly all print and television advertising, product positioning and packaging, and other marketing is shaped by consumer insights.

Monitor was the first and still only company to apply this critical step to promotional items.

