



EPIC SOLUTIONS
FOR FEARLESS BRANDS



Buzztag provides “whoa, that’s cool!” moments for your brand.

From concept to completion, Buzztag is a promotional marketing team of experts focused on helping you create mad passion for your brand. We thrive on being distinctive, thoughtful and personal, providing you with the ideas, creativity and support needed to make your brand stand out in a world of competitive clutter.

Buzztag can help you create the perfect merch to provide “We never thought of that!” branded merch experiences, for your employees, loyal clients, and those future customers who don’t yet know how awesome you are.



Are you creating brand loyalty or brand landfill?

We believe your brand deserves more than off-the-shelf swag that ends up as landfill. We can help you create thoughtful merch that matters and makes an impact.



Beyond stuff.
People want merch
that matters.

Buzztag can help you make the shift to retail-inspired merch to grow brand loyalty.

We've created an easy equation for what people actually want. We call it "The Keepability Factor." Creative + Useful = Keepable. It's simple, really. People hold onto what they love. And they love things that make them feel appreciated and part of a brand that means something to them.

Buzztag is guided by the ethos that every piece of branded merchandise should express your values and feel like a gift of a shared experience. Like, "I saw this and thought of you."

Everything from a-to-easier to optimize your merch operations.

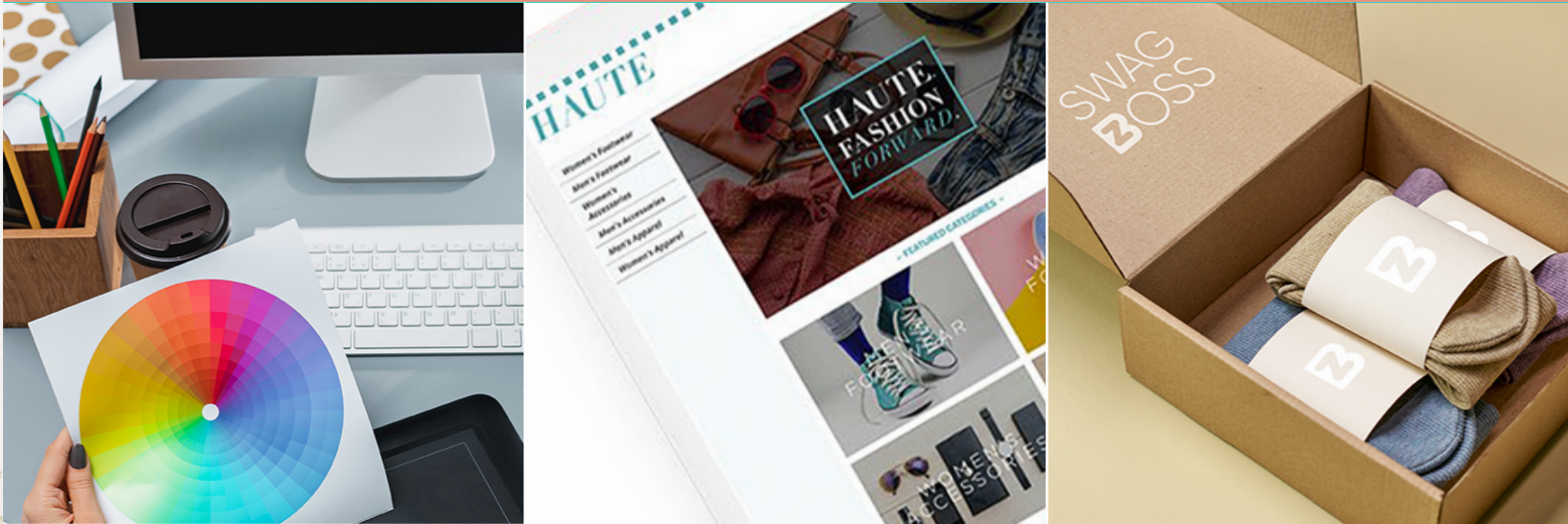
We understand you, the Merch Minders and Swag Stewards of the world, as you sift through the cardboard jungle of your company's promo closet and tackle inventory spreadsheets. It's a lot to take on.

Not everyone has the time, space or resources to figure out how all the things work together in an effective branded merch program. We not only get it, we can make it easier for you.

Buzztag can handle everything from helping you select and produce great branded merch—to warehousing, packing, and shipping—all the logistics necessary to streamline your branded merch operations.



Sustainable Merch 	Print Media 	Branded Solutions 
Creative Agency 	Company Stores 	Kitting & Logistics 



And just in case you're wondering, we do all this too...

- Sourcing
 - Design
 - Project Management
 - Screen printing
 - Embroidery
- Employee Recognition
 - Client & Partner Appreciation
 - Loyalty Programs
 - Recruiting & New Hire Kits
 - Sales Team Solutions

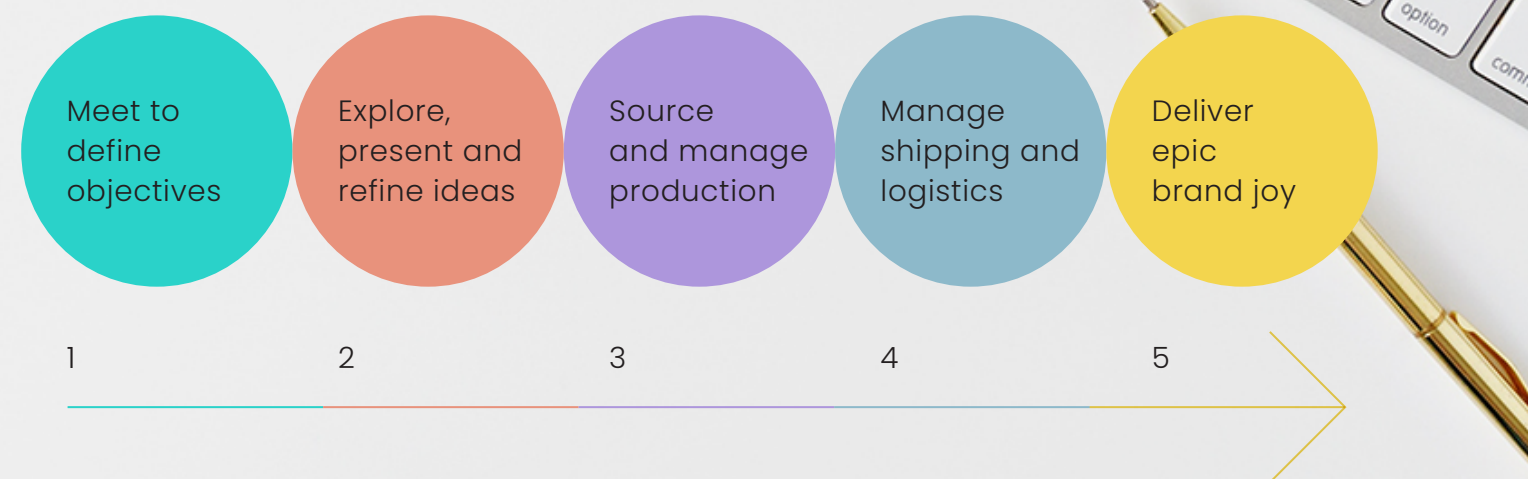
We hang with the
fab & famous...
or soon to be.

From well-known leading brands, and those on their way there, we've helped many amazing companies and people elevate their branded merch to rock star status. Whether your company is a global enterprise, a small but mighty start-up, or somewhere in between, we can partner with you to supercharge your brand merch impact just as we've done for these epic brands.



A proven process
to help you kick some
merch ass.

The secret to our process is that we keep no secrets. We make it clear and simple for you. We listen to what you want to achieve, we help you strategize and dream beyond the expected, and then we help you get it done and delivered on time to delighted recipients. But just in case, here's our colorful process chart to prove we know what we're doing.



What's the big deal about branded merch, anyway?

We're glad you asked. Here's the totally legit scoop:*

85%

of people who received a promotional product did business with that company

83%

of people experience strengthened loyalty to a brand they currently shop with that gave them a promotional product

72%

of consumers believe the quality of a promotional product is directly related to company reputation

73%

of people are more likely to consider purchasing from a business after receiving a promotional product they kept

75%

of people are MORE likely to buy from a company that gave them a promotional product than from another they know equally well but did not give them merch

89%

of consumers can recall the brand on a promotional product they received in the last 2 years

Why are you giving corporate gifts?

Gifting is not confined to any one part of the year.

Just under two-thirds of respondents cited giving corporate gifts in appreciation of an employee or for celebrating a milestone.*

66%

Employee Appreciation

48%

Company Events

49%

Holidays

52%

Existing Client Appreciation

42%

Perspective Client Engagement

47%

Employee Retention

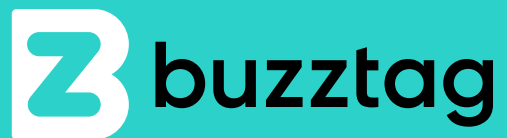
A proven gifting strategy can help your marketing, sales, customer experience, and HR teams scale and deliver better outcomes.

*PPAI.org Survey February 2023: Totals may not equal 100% due to rounding

*Coresight Research Study, June 2022: Why Are You Giving Corporate Gifts? Percentage of Survey Respondents

Ready to
rock some
epic merch?

Contact Buzztag.



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