

Webinar

# Promotional materials: New trends and best practices

Nebojsa Nikolic, Rosa Escamilla/ Interact office Valencia / 27.02.2023

**Interact**



Co-funded by  
the European Union  
Interreg

# Agenda summary

01

Past trends  
& lessons

02

New trends  
& inspiration

03

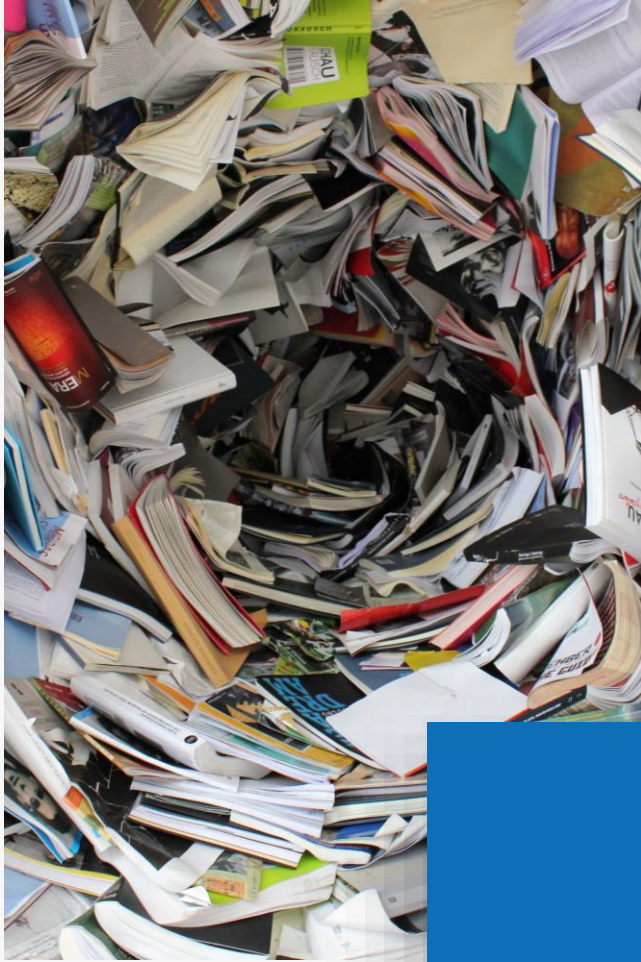
Green promo  
materials

04

Group  
discussion

05

Short  
survey



# Past Trends

Nebojsa Nikolic, Interact

# Past trends

## 2007-2013

- Tons of paper materials
- Tons of ballpoint pens
- Large variety of materials
- Branding all over the place
- Leftovers lingering in storages
- **Common items:** leaflets, brochures, coffee mugs (porcelain), pens, caps, t-shirts, conference bags, hard-cover notebooks



# Past trends

## 2014-2020

- Shift away from paper materials
- Less variety and less money
- Joint branding - Interreg
- Pandemic impact: face masks, disinfectant gel
- Leftovers STILL lingering in storage
- **Common items:** t-shirts, plastic water bottles, small capacity USBs, biodegradable pens, small notebooks, magnets, textile shopping bags



# Lessons Branding

- Regulations and Interreg brand manual
- Branding sometimes costs more than the item
- Use appropriate colour codes: RGB vs CMYK
- Explore [imprint options](#):
  - Screen printing
  - Laser engraving
  - Pad printing – tampography
  - Heat transfer – thermal printing
  - Emboss and deboss
  - Embroidery

## STANDARD SIZE

Interreg



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Estonia – Latvia

## SIZING FOR SHORT NAMES

Interreg



Co-funded by  
the European Union

Aurora

## SIZING FOR LARGE NAMES

Interreg



Co-funded by  
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Germany / Mecklenburg – Western  
Pomerania / Brandenburg – Poland

# Lessons Helping projects

- Guide projects in selection of materials
- Consider producing branding stickers
- A3 posters for the projects
- Professional templates
- Train the beneficiaries
- Control and support



# Lessons Summary

- Continue saving paper
- Continue avoiding single-use plastics
- **Prioritize purpose** and **real-life use**
- Consider items that would help projects
- Consider the **BRANDING**: size, method, cost
- Avoid hoarding materials
- Think twice about making: pens, caps, textile bags, t-shirts, low-capacity USBs
- Keep searching for new ideas







# New Trends

Rosa Escamilla, Interact



# Public Perception

A long history that  
began in the

## 1700's

Promo materials have been used  
successfully to raise public  
awareness in campaigns,  
initiatives, social movements...



...But the key to  
success today is

## Quality

People keep what  
is useful and  
valuable



The magic formula to  
improve acceptance

## Green

People like to feel part of the  
process: All together we  
comply with PO2 "a greener  
Europe"





# Sustainable Promo Materials

A green product designed to reduce waste and maximize resource efficiency.



# Benefits



**Less energy in its production**



**Substantial offer**



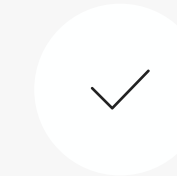
**Long lasting materials**



**Cool items**



**Positive Public Image**



**We lead by example**

# Five Categories

**Tech  
Gadgets**

**Natural,  
biodegradable  
and recycled  
materials**

**Giveback  
products**

**Waste  
reduction  
products**

**Children's  
products**

# Five categories

## Tech Gadgets

The combination of technology with sustainability in terms of manufacturing and design is growing exponentially.



Sound Amplifier



Key locator



Speaker



Meteorological Station



USB



Mouse

# Five categories

## Tech Gadgets

The combination of technology with sustainability in terms of manufacturing and design is growing exponentially.



Portable Solar Charger



Cell phone stand+charger



Power bank



Multifunctional penholder



Headphones

# Five categories

Natural, biodegradable and recycled materials

Hemp, cork, bamboo, wood, cotton and wheat straw



Umbrella



Notebook



Sunglasses



Balloons



Calendar



Wallet



Soap



# Five categories

## Giveback products

Items that support sustainable causes



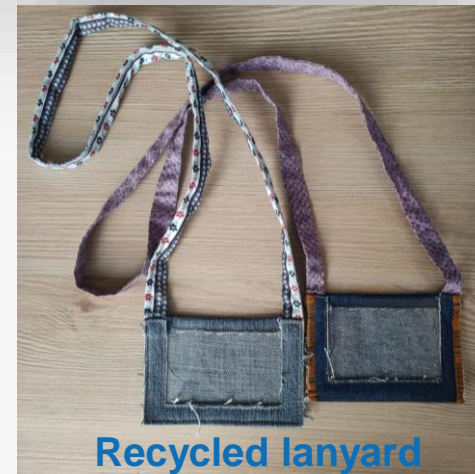
Vegetable garden kit



Pot



Seed envelope



Recycled lanyard



Plantable pencil

# Five categories

## Waste reduction products

Single-use plastic products are now all reusable and help reduce the use of plastics



Straws



Bags



Fabric pennants



Bottles/Mugs



Bamboo tupper

# Five categories

## Children's products

With practical and educational use



Colour pencils



Pencil case



Games



Money Box



Maps

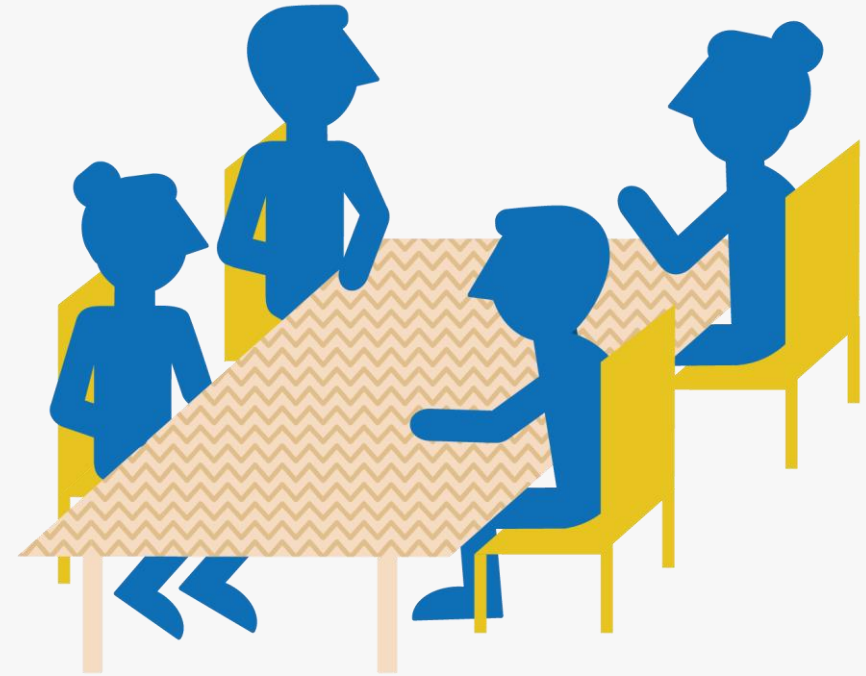
# Positive impact

## Eco-friendly promo materials

- Effective and cost-effective way to raise the awareness about a social cause
- Generate and increase the attention of the target audience
- Help to produce a desirable impression of the Interreg brand
- Open the door to new conversations and synergies
- Allow for an extended propagation and exposure of Interreg



# Floor is open for discussion



# Event Evaluation

<https://apps.interact-eu.net/interact/helpdesk.nsf/request.xsp?documentId=B30E68583355BD AFC1258956004BE4E1&action=openDocument&form=Request>

# Cooperation **works**

All materials will be available on:

**Interact connections / MC community**