



MRS PRINDABLES

Complete Guide to
Corporate Gifting

Contributors



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What are *Corporate*
Gifts and Why are
They Important?



What is a Corporate Gift?

While you're most likely familiar with the concept of a "gift," a *corporate* gift can have a variety of meanings depending on your business and role within it. Most often, corporate gifts are items of value **presented by a company to employees or clients to celebrate or commemorate an occasion, or simply demonstrate that they are valued.**

Types of Corporate Gifts

Corporate gifts can come in a wide variety of forms with a range of uses, but generally fall into one of these 4 categories:

1. Desk Tchotchke
2. Apparel or Bag
3. Specialty Foods/Beverages
4. Voucher for Monetary Gift or Donation



Why Give a Corporate Gift?

When deciding whether to give gifts to clients and employees, companies typically weigh the benefits against the costs.

To assist in that decision-making, **here are our top 3 reasons for giving corporate gifts:**



1.Outpace the competition – Surprising customers with a thoughtful gift can help your company stay ahead of your competitors. Especially if you're in an industry that's saturated with companies that supply the same product or service that you do, **showing customers that you value their business through a corporate gift can give you the competitive edge you need.**

A periodic gift can also instill loyalty among employees to help prevent them from being scooped up by your company's competitors.



2.Increase productivity – Gift giving is a kind act of generosity, and studies show that physical gifts motivate employees more than cash bonuses because they feel like their organization cares about them. The Harvard Business Review sites a study where library **employees increased productivity by 25% at the promise of a gift**, ahead of the employees who were offered a cash bonus and cataloging significantly more books than employees who weren't offered anything.

The increase in productivity a company can gain could easily offset the price of the gift, making it a win-win for you and your team.



3. Build stronger relationships — Giving clients gifts on a strategic-basis can **show them that you appreciate their time and the business they give you.** Corporate gifting is an effective way to strengthen your relationship with customers, keeping you at the top of their list when it comes time to reorder or renew their contract.

When closing a new deal, delivering a corporate gift to commemorate the occasion can help ensure the partnership gets off to a great start, especially if it was a long road to get to that point. **Celebrating the partnership demonstrates to the customer that earning their business wasn't simply another transaction for you.**

The same concept applies for employees – a reward in the form of a gift demonstrates that you're grateful for their hard work and can further motivate and incentivize them. Treating team members to a gift at key milestones, like a work anniversary or birthday, can help your company create a more positive corporate culture.

“The feedback to HR has been uplifting. So many are saying thank you for recognizing their difficult role with COVID this year. We’ve received more feedback on gift baskets than cash incentives at this point.”

*Lynette Geno, Executive Assistant
Alpha Packaging*



When is a Good Time to
Give a Corporate Gift?



When to Give a Corporate Gift

In determining when it makes the most sense for your company to give gifts, we recommend **selecting strategic opportunities where a gift is most appropriate and impactful**. It can minimize the special-ness of receiving the gift and become expensive if you're giving them *too* often.

When establishing a cadence for gifting, we recommend identifying the occasions where a gift makes sense specifically for customers versus employees. The nature of their relationship with your business will help you prioritize the most opportune holidays or events to commemorate with a gift.

While gifting during the Christmas season is the most common, **there are other opportunities throughout the year where giving a gift can make a meaningful impact on the recipient**. Finding more unexpected moments can help make your gifts stand out from the competition's.

For example, the days leading up to **Thanksgiving is an ideal time to surprise clients and employees with a gift as your company's way of giving 'thanks.'** Distributing your gifts around this holiday enables you to get ahead of your competitors and free up time around Christmas as your company wraps things up for year-end.



Gifting Occasions by Recipient

We've touched on a few opportunities so far where giving a corporate gift is appropriate, here are our top use cases for the most common types of recipients:

For Employees

- On-boarding/welcome to the company
- Upon completion of a major project
- Appreciation for their hard work (especially when working remotely)
- Birthdays
- Work anniversaries
- Holidays
- Incentive programs



For Clients

- Birthdays
- Wedding anniversaries (for more intimate relationships such as financial advisors)
- Welcome/celebration of partnership
- Deal closings
- Holidays (primarily Christmas, Thanksgiving, New Years)
- Referrals (Dental and MD's)

For Board Members

- Welcome to the company/board
- Birthdays
- Anniversaries
- Deal closings
- Holidays (primarily Christmas, Thanksgiving, New Years)

How to Choose Your Corporate Gifts



Selecting the Right Corporate Gifts

When choosing a corporate gift, we recommend following these principles:

1. **Get the most bang for your buck** – you want to get the absolute most for your money while delivering something that gets a “wow” reaction.
2. **Stick with a theme** – many gift baskets on the market include too wide a variety of products, and often the recipient ends up enjoying just a portion of these disconnected inclusions.
3. **Quality vs. quantity** – you want the recipient to love everything in the basket and feel like you really thought about what you were sending them. The recipient shouldn't say to themselves "wow that really wasn't worth what they must have spent on it." Also, always include a personalized gift card expressing your appreciation for the recipients' efforts or business.
4. **Right gift for the right level** – To strategically spend your gifting dollars, it can make sense to tailor the gifts depending on the level of the employee or relationship with a customer. This way, you're spending relative to where the stakes are highest.



Corporate Gift Ideas by Budget

Another important factor in choosing gifts is the allowable gift price caps for your industry and staying within those limitations. For example, Financial Services companies have more stringent rules around what they can give or accept.

Whether it is a Jumbo Gourmet Caramel Apple or a box of Chocolate and Caramel Dipped Pretzels, you can find gifts to fit any budget that are sure to WOW your customers and team members.

Gifts Under \$10

You don't need to have an enormous budget to find gifts that will excite clients and employees. With a budget of \$10 or less, you can focus on a variety of smaller branded items and sweet treats. Here are a few ideas:

- Individually-wrapped candies
- Branded water bottles
- Donation to a non-profit



Gifts \$10 - \$20

Your gift options will broaden significantly with a budget of \$10 - \$20; you will have access to more branded apparel items and electronics – higher-end gifts with more lasting impact. Here are a few ideas:

- Branded knit hat
- Candy gift sets
- Branded portable chargers



Gifts \$30 - \$40

A higher budget of \$30 - \$40 can go a long way when trying to impress – it opens your options up to more elaborate gifts like larger specialty food items and branded leather goods. Here are a few ideas:

- Branded toiletry bag
- Custom snack box
- Caramel Apple Gift Set



Gifts \$50 and up

With a budget of \$50+, the world of gifts is your oyster. You can choose from a variety of grander items like gift baskets filled with delicious treats and sets of specialty glass- or serving-ware. Here are a few ideas:

- Branded picnic set
- Caramel Apple Gift Basket
- Wine chiller with glasses



How to Customize Corporate Gifts



Customizing Your Gifts

Customizing gifts for clients and employees can show that you took the extra step to show you care. The study in the Harvard Business Review we referenced earlier stresses that of all the gifts employees were presented with, a **five-euro bill that was origami-folded to look like a shirt resulted in the highest increase in productivity among employees.**

The same strategy works for your customers – when you customize their gift, they can see that **you didn't pick just any old gift off the shelf; you took the time to have a gift *created for them.***

When sending an especially generous gift, do not pass up on an opportunity to brand the product with your company name and/or message. You don't want there to be any mistake made over who sent it. Especially during the holiday season when your gift could be sitting next to another vendor's, **adding your personal touches can make your gift stand out from the crowd.**

Here are a few ideas for how to customize your corporate gifts:

- Add your logo, printed directly on the gift or placed on via sticker
- Tailor the gift wrapping to match your brand colors
- Include a short message to your customers or employees
- Add a special printed insert with more information on your business



Anatomy of a Custom Gift

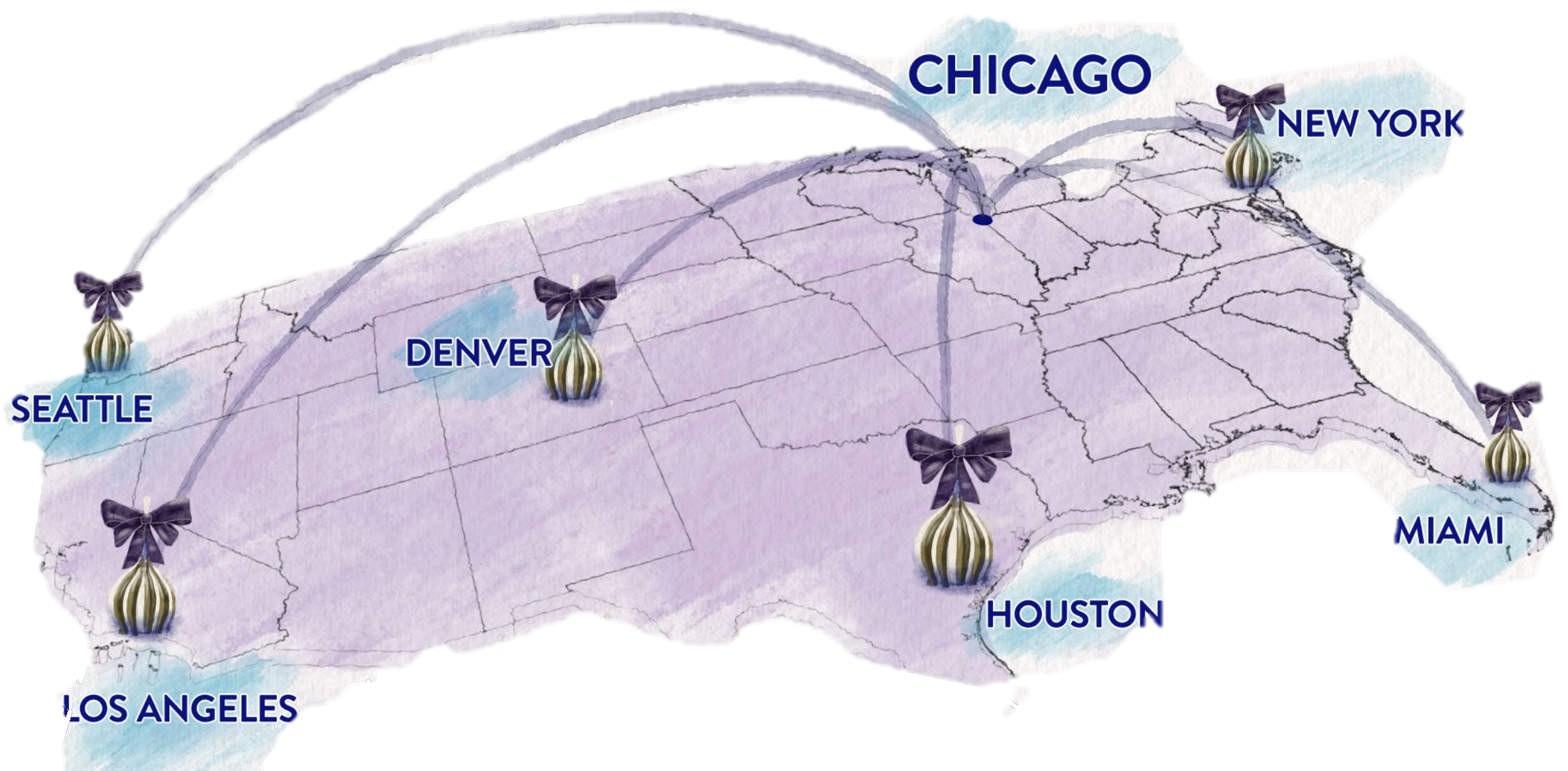
We offer beautiful Gift Baskets and Jumbo Gourmet Caramel Apples, which make perfect backdrops for your logo that you are so proud to display. In addition, we also offer completely custom gifts if the quantity allows for it. We can design gifts using your logo colors through the packaging or use packaging that goes with your business theme.

Here is an example of one of our most popular gifts, the Classic Holiday Caramel Apple Gift Basket, with customizable features:



How to Send Corporate Gifts





Sending Corporate Gifts

There are a variety of companies in the market that will help you send your gifts directly to each recipient. To ensure your order arrives in a timely fashion, you'll want to **select a reputable business that is easy to communicate with**. If you have a set deadline, we recommend choosing a delivery date a few days prior to that deadline in case there are any delays.

When choosing a company to send your corporate gifts, make sure to **pick a partner that will hold your hand through the entire process all the way up to delivery to ensure the process is as easy for you as possible**. Also, make sure to have a very accurate list of your recipients and check those addresses to avoid delivery delays.

Another important factor to consider is how your gifts are packaged when shipped; you'll want to **make sure the company packs them properly with bubble wrap to cushion your presents while in transit, so they arrive in perfect condition**.

About Mrs Prindables



“We used Mrs Prindables for our holiday corporate gifts this past year. Our customers were not only impressed with the presentation, but also raved about how delicious the apples were! We will definitely be working with Mrs Prindables again, as everyone we had contact with at Mrs Prindables made everything flow seamlessly.”

*Dawn C. Lewis, Office Administrator
Associated Dental Specialists*





Who we are

Mrs Prindables invented the **Gourmet Caramel Apple** thirty-five years ago using the finest ingredients – orchard-fresh Granny Smith Apples, decadent small-batch caramel, premium nuts, and the finest chocolates – to create a truly unique and indulgent gift. We also create irresistible Confections and elegant Gift Baskets.

We understand that giving a corporate gift is not just about checking a task off your to-do list. It's about nurturing relationships with both clients and employees – showing appreciation. Whether you want to celebrate a work anniversary, commemorate a deal, or send “seasons greetings,” we can help you find memorable, high-quality gifts.

Our Corporate Gifting team can help you select the perfect products to suit your needs. We have gifts at every price point, so no matter your budget, you can deliver a thoughtful treat your recipients are sure to enjoy. We can also create custom gifts to showcase your brand. All gifts can include a personal message from you, as well. **Simply send us your recipient list using our convenient order form and we will handle your order and delivery.**

Contact our team at 888.544.0583 or Corporate@MrsPrindables.com, or visit mrsprindables.com today!



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