

High-Tech Marketing Promo

USB PORTS PROVE TO BE THE RIGHT CHOICE



Human resources professionals are busy people. Besides hiring and firing of employees, quarter-backing 401(k) programs and spearheading training initiatives for the company, they are also responsible for health-care decisions. To separate themselves from the many other

health-care providers out there, Right Choice Health looked to promotional products.

In May and June, it gave out 1,500 branded USB ports to HR executives, personnel departments and company controllers. "They were very pleased with what they were able to get out of the program," says Phil Masiello, vice

president of sales at HyGrade Business, Clifton, N.J., which created the effort. "They were looking for a marketing tool that could carry the brand name, that salespeople could give out to clients that wouldn't just end up in the desk."

The USB ports contained materials that were helpful to the sales staff's presentation and also functioned as a powerful leave behind chocked full of information about Right Choice Health's offerings.

What's more, it contained a widget. This branded piece of software, which functions when the logoed USB is plugged in, offers the user the chance to get up-to-the-

minute information about traffic, weather and other news through the Web. "It's useful," says Masiello, so the client is more likely to use it again and again.

"This way they always have the brand in front of them," he says. "It's a very inexpensive tweak to a standard USB that provides a bunch of other marketing tools for the client. In the grand scheme of things, it's an inexpensive upgrade that adds in impressions. In promotion, you are always looking for something that will have retention power. This particular USB will take precedent over any other item you could possibly give them."



USB FLASH DRIVE AVAILABLE FROM ASI/54573.

CONNECT THE DOTS

Store useful information about your company or campaign on these USB drives – they'll be sure not to end up lost in someone's desk



WHAT THE DOCTOR ORDERED

Medicine-bottle shaped USB drive helps educate users on latest medical updates. Available from asi/54573.



UNDERWATER MEMORY

Make a splash with this silicone USP flash drive that can hold 128 MB to 2GB and is water-proof. Available from asi/35296.



COUNT ON IT

Four-port USB hub and calculator features an alarm clock (can show times for 16 cities), displays the date and has a timer. Available from asi/91320.



FORGET MIGHTY MOUSE

Mini mouse and four-port USB hub allow mobility without the bulk. Available from asi/79530.



LIGHT IT UP

Flash drive has high-impact plastic shell, bright LED light and keychain. Available from asi/63053.