

Why a **mug** has been recognized as the most desirable advertising gadget



A mug creates and unites emotions!

It's an element joining our senses of taste, sight, touch and smell.

It's enough to remind ourselves when we reach for a mug. These are moments of relax, ritual and fulfillment of our needs: thirst, hunger, refreshment, warming up or pleasure connected with drinking coffee, tea or favourite juice. Everyone has one's favourite mug. We can transfer this commitment to your relations with other people. Trust us..



A mug - the winner of TNS OBP (Public Opinion

Research Institute) research!

In research for the most desirable advertising gadget performed by TNS OBOP (Public Opinion Research Institute) - on commission of Sweet Gifts - Słodkie Upominki company – the first place with 60% of votes has been taken by...an advertising mug.

It overtook such attractive gadgets as: advertising sweets, electronic gadgets or mascots.

Is it necessary to add anything else???

Yes!

The scientists admit!! Happiness found in a mug.

Scientific research of our brain prove that during drinking our favourite drinks: coffee, tea, chocolate etc. some happiness factors – neurotransmitters such as endorphin are being generated in our brain. At the same time our brain is creating new neural connections connected with this pleasure, and the more we reach for above mentioned delicious things, the stronger those neural connections become. If a mug with your company or product logo is a part of it – then both, pleasure and a mug are remembered in this emotional, positive process.

An overprint becomes a part of pleasant memories.



Do you understand now why a mug has been recognized as the most desirable gadget!!?

...but it is not all yet.....

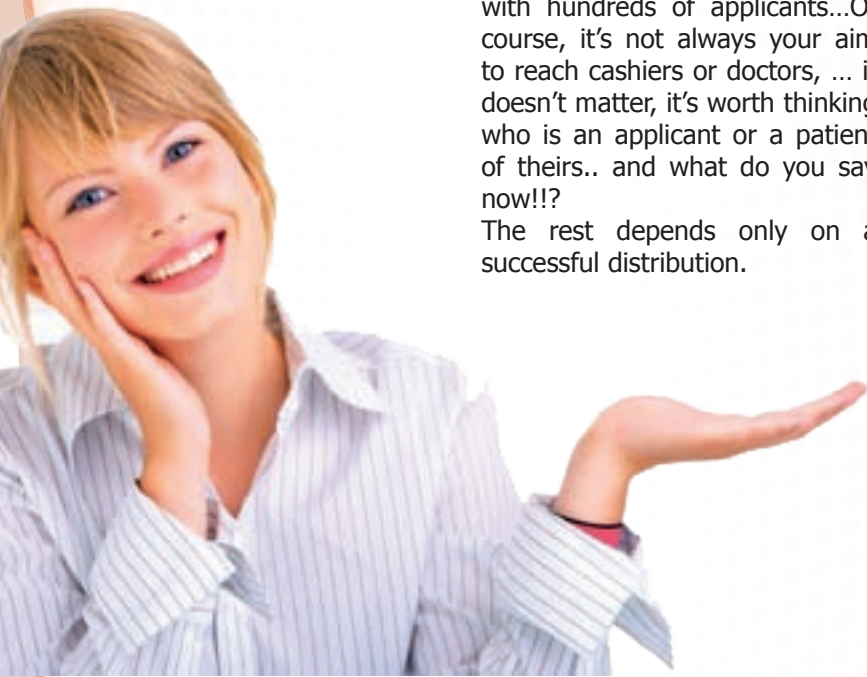


A MUG

— THE CLOSEST TO
YOUR FACE

During one coffee drinking, you touch your face with a mug at least several times, you focus sight on it when thinking of something, dream, stroke with a hand, touch with lips, smell coffee's aroma and blow at mist of brewed herbs.

Think, is there any other advertising gadget in the world which you would allow to be so close to you?



EVEN THOUGH A MUG STANDS IN SILENCE...IT CONSTANTLY SPEAKS FOR YOU!

The receiver of an advertisement on a mug is not only the direct consumer drinking coffee, tea, juice, instant soups or chocolate but also an observer, and not the only one.

You don't believe it?

Imagine an advertising mug standing on a doctor's, cashier's or clerk's desk, people who deal with hundreds of applicants...Of course, it's not always your aim to reach cashiers or doctors, ... it doesn't matter, it's worth thinking who is an applicant or a patient of theirs.. and what do you say now!!!?

The rest depends only on a successful distribution.

MUGS EVERYWHERE!

They work as advertising gadgets of every trade. A mug is one of the most suitable form of advertisement because everyone uses it. Without exceptions!

Or maybe you know a trade where people don't feel thirst.



...AND A MAXIMUM SPACE FOR AN OVERPRINT. PRETTY GOOD, ISN'T IT?

Someone might say "...an advertisement in a newspaper is comparable in size and much bigger on a t-shirt".

Yes, but for the same advertisement in a magazine you would pay huge money!

And this impermeability and durability of the medium!

That's it!



A MUG EVERY DAY

Do you know that an average advertising mug is seen by its owner for about 50 minutes daily?

It means that your company logo hammers into one's head 100 times longer than an average TV commercial.

We don't mention the costs... One second of a mug advertisement is cheaper than 0.001 of a cent. And have you ever seen a man taking a TV set right to his mouth? Yuck!

While at the same time a mug influences your client from such a short distance. Of course there is one important rule: "right mug with a right message at the right time".

Trust us, we know everything about this topic.