



The Promotional Products Professionals

Company Profile

- Page 1. Introduction
- Page 2. The Power of Promotional Products
- Page 3. The Challenge Marketing Difference
- Page 4. All About Challenge Marketing
- Page 5. Company Culture
- Page 6. MALCAM Trust and Challenge Marketing
- Page 7. Product Overview

Introduction

Challenge Marketing Ltd is a company that markets a wide range of Printed Pens, Promotional Products, Corporate Gifts, Apparel, Bags and Satchels, Headwear and

STOP! Back the promo-mobile up!

Is this going to be another one of those schmoozie stories about how marvellous we are and how customer focused we are, blah, blah, etc. etc.?

No! Let's get real here.

The real story is (and let's be honest here) we want your business and we are prepared to work for it and we are prepared to maintain a level of service that a lot of companies have let slip by the wayside. See page 3 for how we will do this - the Challenge Marketing Difference.

So what's in it for you? Why the same as for us of course.....
better relationships with your clients which means more sales,
better customer loyalty, increased growth, greater efficiencies,
better profitability.

We are all working in a very competitive environment and it is vital to ensure we use all we can to gain the edge over our competitors. At the same time telling our very valuable customers how much we think of them and appreciate them.

Plus saying this to our valuable staff as well.

The Power of Promotional Products:

- To add value to your brand
- To raise brand awareness
- To get brand coverage for extended periods of time
- To create goodwill
- To encourage customer loyalty
- To encourage staff loyalty and motivation
- To encourage customer referrals
- To increase sales
- To say "Thank you"

Most people are now resistant to the constant barrage of traditional advertising directed at them from every angle every day. Promotional Products have a long life unlike other advertising mediums like newspaper, television or radio.

Marketers are turning to a more passive medium to carry their message and / or brand and this is catching on fast around the world.

Independent market research has revealed "80% of marketing professionals believe Promotional Products play a unique and major role in their branding activities".

Promotional Products are fun and memorable and will make your brand stand out in a crowd.

The Challenge Marketing Difference

Most companies purport to having a "Point of Difference".

Challenge Marketing goes further with their "**Unique Core differentiator**"

Unique

We define our quality and service as quite different from other suppliers.

We are truly enthusiastic and excited to be able to do business with you.

We enjoy what we do for you and get a "buzz" out of knowing and seeing we have put your name or brand onto such great products.

We love seeing the success your business will enjoy by using our great products.

Core

Our values permeate to the core of our organisation.

Our service will be delivered to you from every level of our organisation.

Differentiator

We will visit you when it is convenient for you.

We will always keep you informed regarding your orders and delivery details.

We will always thank you for your business.

We will always be honest with you (even when it is hard!)

So, now the story of how we began.....

Challenge Marketing Ltd was founded by Sue Dowdall. Aptly named because she and husband Brian own and cherish a Dodge Challenger. (You see you don't have to be that clever with names afterall !)

Sue has been in the printing industry for over 30 years with the last 14 being involved with all types of Promotional Products - from pens to corporate gifts to apparel and bags.

Anything can be used to promote your company so long as it can be branded and we are the experts at doing just that.

Challenge Marketing has grown particularly in the last 6 years to be a company that has the honour of servicing such great companies and institutions as:

Cooke Howlison Toyota



www.naylorlove.co.nz

Company Culture

Our company culture is to understand the importance of delivering exceptional service and to make it easy for our customers to make buying decisions.

We know our industry and take great pride in offering consultative service as we are not just order takers.

Our promise to you is that once you have made your decision and placed your order, you can tick this off your "to do" list knowing it will happen.

We are a small team - Pauline runs the office administration and is mind blowingly efficient. Kim is in charge of sales in Canterbury. Brian is behind the scene - we all need some muscle! Sue is the boss plus handles sales but still makes the coffee.

We all have quite different strengths which are pooled to create a dynamic team that is driven to exceed your expectations.

Plus we have an enormous amount of fun. Promotional Products is a fun industry and we love to share this with our customers.

Finally, Challenge Marketing is a member of APPA (Australasian Promotional Products Association). This is a Trade Association devoted to promoting Professionalism and Best Practice within the industry of promotional products.



The Promotional Products Professionals



"Your Success is Our Focus"

MALCAM Trust and Challenge Marketing

The MALCAM Trust is dedicated to helping youth in Otago. The Trust runs a variety of programmes aimed at providing positive learning and development experiences. The types of programmes are extensive and are making a very positive difference.

The Trusts goal is simple - to give young people the motivation, confidence and skills they need to change their own lives.

Please check out their website for more information on the Trust good work www.malcam.co.nz .

The MALCAM Trust relies on donations to operate all their initiatives as they do not receive any government funding.

With this in mind, Challenge Marketing has pledged to donate 2% of the value of all orders placed by businesses in the Dunedin area to be paid monthly to the MALCAM Trust.

You as a customer of Challenge Marketing may think the contribution from **your** order is small but collectively it **will make a difference**.

Note here that Challenge Marketing has not increased any prices for the range of Promotional Products so you as a customer are not disadvantaged.

However it is **YOUR ORDER THAT MAKES CHALLENGE MARKETING DONATIONS POSSIBLE** and the MALCAM Trust thanks **you** for this.

Product Overview

Pens - from cost effective plastic through to high quality metal known brands. Printed or engraved. Plus pen packaging.

Corporate Gifts - desk items, gadget and IT items, travel items, first aid kits,

Promotional Products - novelty items, cheap and cheerfults, postable items, golf balls and golf products, drink bottles, mugs and glassware, confectionery, conference items

Sport & Leisure - umbrellas, picnicware, games, tools & lights, bar accessories, BBQ products, towels

Headwear - huge selection of caps, beanies, bucket hats, sunhats

Apparel - corporate shirts and jackets, ladieswear
polos, tees, sweatshirts and hoodies
casual jackets and vests
polarfleece jackets and vests
merino under and outer layers
wet weather gear, sport and track gear
safety and hi-viz gear, hospitality apparel

Bags - briefcases and satchels, business and technology, compendiums, leisure and sport, travel and shopping, eco-friendly, cooler and picnic

Branding Options: pad print, screen print, embroidery, engraving.