

# The Next Generation of the Get In Touch!® Industry Branding Campaign to Launch at The PPAI Expo® 2020

PPAI will officially launch the next generation of **Get In Touch!**, the industry's branding campaign, at The PPAI Expo 2020, running from January 12-16 at the Mandalay Bay Convention Center in Las Vegas.

The **Get In Touch!** campaign was originally introduced to the promotional products industry in 2016. So far, this multiyear, multimillion-dollar industry-wide initiative targeting advertising buyers has been welcomed by the industry, and has resonated with advertisers, marketers and media buyers. **Get In Touch!** is designed to increase awareness, educate buyers, and improve and enhance the overall perception of the promotional products industry, while communicating the benefits of working with promotional consultants. The overall goal of the campaign is to direct a larger share of advertising dollars to the promotional products industry.



## Collaborating for Success

This joint initiative between PPAI and the promotional products industry is extraordinarily important to the industry because, for too long, promotional products have been an afterthought for many advertisers—a medium of fun and useful “stuff” but not always recognized for our proven value and strengths. Within the industry we may know, understand and communicate the power of promotional products, but it's high time the rest of the world recognizes the advertising power of promotional products and their place in successful advertising campaigns. Our research tells us that as other advertising media struggle to achieve year-over-year growth and remain relevant, promotional products are perfectly positioned to grow—and have grown—in an increasingly digital world.

## The Messaging

**Get In Touch!** is a call to action for buyers to **get in touch** with you, the promotional professional; to **get in touch** with clients and consumers, and to **get in touch** with the only advertising medium you can physically touch. The **#GetInTouch!** hashtag makes it easy for you and buyers to source great use cases, trends and research demonstrating the power of promotional products.

The **Get In Touch!** campaign positions promotional products in-situ as an advertising medium like no other. The campaign's new emotive tagline is **ADVERTISING YOU CAN FEEL** and reminds the viewer that the use of promotional products lasts longer than any other medium.

## The Tools

**Get In Touch!** is an integrated campaign built upon the paid, earned, shared and owned (PESO) strategy—including major media buys in publications like *Ad Age*, programmatic and social, buyer-outreach events and even a broadcast commercial—the campaign tools position you with the strength to communicate the effectiveness and value of promotional products. The next generation campaign features a campaign toolkit for [download](#) and customization. The toolkit includes a variety of communications assets including print advertisements with several versions of copy along with various digital, social, promotional products, public relations and collateral elements that promotional companies and professionals will be able to immediately incorporate into their own marketing efforts.

## Get Involved

The new **Get In Touch!** campaign and tagline takes your business and brand to a whole new level.

Get the [toolkit](#) today, and get inspired by the brilliant new colors, thought-provoking images, engaging videos, driven messaging, new research collateral and practical tools. Built with your needs in mind, the tools for your website, trade show, social channels, digital and even print are flexible and customizable.

### **Get Started**

Visit [ppai.org/GetInTouch](http://ppai.org/GetInTouch) and download the toolkit today.