4 PRODUCTS THAT PUT A NEW SPIN ON THE BASIC BAG

Papa’s got a brand-new bag – maybe it’s time you did too.

Bags are carried out in the world and deliver tons of impressions – about 5,700, to be exact. That’s more than any other promotional item, and they’ll attract even more attention if you can think of out-of-the-box branding ideas to catch people’s eye.

While half of all U.S. consumers own a promotional bag, the market is quickly becoming oversaturated with basic cotton and grocery totes. If you want to stay competitive for this highly sought after product group, you need to stay fresh and think of brand-new ideas that will make clients say “Wow, I haven’t seen that before!”

Pitch these bag branding ideas at your next sales presentation and see just how many orders you bundle up and walk away with!
**1. AMENITY AND COSMETIC BAGS**

**Why?** Bags aren’t only used for toting belongings around town – people also need them in their house to store their stuff. These handy pouches and makeup cases will be used in end-users’ homes and interacted with daily while recipients get ready in the morning or touch up their makeup throughout the day. That means repeated impressions, as well as being incorporated into consumers’ daily routines. And don’t think they’re just for women: Men use amenity cases to store personal grooming items at home, as well as charging cables and small items while they travel.

**Who?**
- Fashion magazines
- Retail brands
- Health and beauty stores
- Spas and salons
- Movie premieres
- Tech companies
- Grocery stores and markets

**Make the Sale:** Suggest retail brands sell branded cosmetic bags in stores, or give them away as free gifts with purchase to drive larger order sizes.
2. TRAVEL BAGS

Why? 87% of U.S. consumers keep promotional bags because they are useful, and few come in clutch as much as travel bags. These on-the-go pouches bring convenience to end-users’ lives, especially for jet-setters and professionals who frequently have to travel for business. By making their lives easier, these bags will create a positive perception of your clients’ brand – before they officially interact, end-users will know your clients helped them and have their well-being in mind.

Best of all, travel bags make great conversation pieces – your client’s brand will be seen by tons of travelers en route, and if they’re eye-catching enough they’ll spark conversations from curious parties wondering where they came from.

Who?
- Corporations
- Hotels and resorts
- Airlines
- Luggage brands
- Bath and beauty brands
- Restaurants and bars

Make the Sale: Let corporate clients know they can give away travel bags at trade shows and conventions. Recipients will use them on their journey home and will be more likely to follow up after the show.
3. LAUNDRY BAGS

Why? Let’s be honest: No matter how old you get, doing laundry is a pain. Thankfully, laundry bags make it easier, and are most appreciated by college students and young professionals just moving out on their own – which is a perfect opportunity, because women between the ages of 18 and 24 are the most likely to own logoed bags!

Who?
- Colleges
- Laundromats
- Apartment complexes
- Apparel companies
- Realty groups

Make the Sale: Dorms and apartment buildings can give out laundry bags as welcome gifts to their new residents on move-in day, or upon signing their lease. A little gift can go a long way for calming nerves, especially when a lot of money is exchanging hands.
Thanks to their higher price point, gym and duffel bags are a great choice for businesses that want to create a brand experience for their customers; rather than just get the word out about their company, they want to provide something of value to their potential customers. While they’re especially great for active and fitness-minded end-users, any customer will find them useful. And thanks to their high perceived value, these bags will impress and be remembered over low price-point totes.

Who?
- Gyms
- Fitness studios
- Sport stores
- Corporations
- Local sports teams
- High schools and colleges

Make the Sale: Duffel bags are more than great giveaways – your clients can also sell them or auction them off at fundraisers to collect money for their organization or charity. Thanks to their higher price point, they’re a bag people won’t mind spending money on.
ABOUT LIMELIGHT, ASI/67557

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Visit them at LimeLightUSA.com

2. Bags by the Numbers, ASI Central, 2016.