



INSIDER INSIGHTS:

# THE ANDREWS ADVANTAGE



**TIM ANDREWS** has served as president of Advertising Specialty Institute, better known as ASI, for four years running. In June, his responsibilities expanded when the organization added CEO to his title. Here, he shares his thoughts on the growth of the promotional products industry, as well as his opinions on the importance of marketing partnerships. His *Insider Insights* profile is the first in a series of industry expert profiles that ONE will be publishing in the upcoming months.

When Tim Andrews decided it was time to hire a house painter, he knew exactly where to find one – he grabbed a ballpoint pen and called the number printed on its side. No one was more surprised to get the call (and the job) than the painter himself, who, seven years earlier had painted Andrews' house and handed him the pen as a freebie.

Take this example and multiply it by the hundreds of thousands of advertising specialties (better known as promotional products) given to people every day and you've got the \$18 billion advertising specialties industry that exists in the U.S. today. It's a market Andrews knows intimately. In fact, there's probably no one who understands the power of promotional products better than Andrews. In his highly visible role as president of ASI, the industry has come to view him as an expert, an innovator and a visionary.

As a gatekeeper and clearinghouse for the industry, promotional product providers look to ASI not only to showcase new manufacturers, imaginative products and current trends, but also to help promote and grow the entire market. This is where ASI's relationship with WorkflowOne becomes so important.

"With thousands of clients, more than 2700 highly experienced professionals, and a solid promotional products infrastructure, WorkflowOne is in a perfect position to accelerate the growth of the industry," explains Andrews. "The entire company is dedicated to the mission of becoming the number one promotional products provider in the country, which in the long run is only going to help our industry, so of course we want to support their efforts."

Andrews applauds WorkflowOne for its success in expanding its expertise and capabilities as a print solutions provider to also encompass branded merchandise solutions. "WorkflowOne was already saying, 'We Print on Anything,' and their accounts were already purchasing print, so it made perfect sense to also offer promotional products," he says.

Although WorkflowOne became a member of ASI in 1990, marketing began to explore the potential of its relationship with ASI in April of 2005. By partnering with ASI, WorkflowOne found it could provide its sales team with

more training, better tools and increased sourcing support. Today, WorkflowOne account executives go through an ASI certification process in order to access ASI's product research and presentation tool, ESP Online. ASI conducts WorkflowOne exclusive training for ESP Online and provides scheduled Webinars for WorkflowOne regional sales offices. ASI also works with WorkflowOne's regional sales managers and promotional products directors to produce workshops focused on the art of selling promotional products.

While WorkflowOne is not unique in receiving this kind of attention from ASI, Andrews points out, its size, resources and flexibility make WorkflowOne a particularly attractive member. "WorkflowOne offers fully integrated solutions to their clients, and they have embraced technology advances, which is naturally going to give them an advantage. They have also allowed us to look for the opportunity within their organization and have given us full access to their sales team so that we can help them reach and exceed their goals.

**"The industry is very healthy. It's growing faster than the economy, and as long as we continue to provide innovation, newness, customer education and public awareness, there is almost limitless growth potential," Andrews says, "WorkflowOne is one of the industry's top providers, which makes a partnership with the company a 'mutually beneficial relationship.' "**



## INSIDER SCOOP: What's Driving Promotional Products Profitability?



*In Andrews' opinion, the impressive growth of the industry is due to a range of factors, including:*

### Advances in Technology

For ASI, Andrews developed and launched ESP Online, a Web-based product catalog that improved sourcing and ordering processes and has had a substantial impact on sales figures.

*"The ability for users to do electronic searches has greatly decreased turnaround times, increased communications between distributor and supplier, and lowered the potential for human error."*

### Tighter Corporate Budgets

Under Andrews, ASI has continually increased exposure for promotional products and enticed traditional manufacturers to expand into the promotional products arena.

*"Marketers are finally realizing that promotional products are an incredibly cost-effective use of their marketing dollars. Promotional products have a much longer shelf life than traditional marketing channels and also serve as the perfect branding vehicle for selling a brand."*

### Tangible Return on Investment

Andrews uses ASI's newsletters, magazines and online shows to promote every imaginable use of promotional products and to help increase their power and generate creative methods of using promotional products for marketing, public relations and advertising.

*"With consumers being inundated with marketing messages at every turn, the concept of using a promotional product to track the effectiveness of your marketing campaign is growing in importance. For example, a marketer can collect solid, measurable metrics from e-mail campaigns that include a call to action that requires audience follow through in order to receive a gift: 'Click here to receive your...hat/water bottle/calculator, etc.'"*

### New Personalization and Customization Abilities

Andrews has been on his soapbox promoting the new industry trend of personalization and customization of individual branded products bought in volume.

*"The miniaturization of electronic components has given us the ability to record personal marketing messages that play when a paper bag or pocket calendar is opened, while print on demand allows clients' names to be printed right on the product – and these options are surprisingly cost-effective. I don't care who you are, no one can throw something away that has their name or face imprinted on it!" **one***

