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ASI's Successful Promotions magazine, May 2007

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- Our network of distributors helps media firms every day to use promotional items to get the attention of customers, prospects, and employees.
- Here's a recent sampling of successful promotions:



PRODUCT PROMO



Hearst Targets Fashionable Females

During the month of September, Hearst Magazines, owner of several stylish titles like *Cosmopolitan* and *Seventeen*, led a marketing campaign, *30 Days of Fashion*, that was packed with events that a fashionista would love. Hip happenings included fashion shows, cocktail parties, trunk shows and other events around New York for 30 days. "Our primary goal was to get fashion customers into retail stores," says Corinne Sudberg, associate director of public relations for Hearst. The



IMAGE COURTESY: STUART WEITZMAN

sponsors that made the events sparkle included Citi, L'Oréal Paris, LensCrafters, and Gold Expressions at Fortunoff. Buzz about the events could be found on the *30 Days of Fashion* Web site where visitors accessed fashion blogs, insider tips and trends, an events calendar, videos, Podcasts and a chance to win great giveaways. Mid-month, the campaign got glammed up with a gala that fell in line with New York's Fashion Week. At the event, guests bid on 30 fashion photos by well-known photographers like Tina Barney and Karl Lagerfeld. Other auction items included a private dinner prepared by a celebrity chef, a Donna Karan gown

worn by Ashley Judd, a Prada top featured on the September cover of *O, The Oprah Magazine*, a trip to India, a one-of-a-kind crocodile Tod's handbag and tickets to a New York Fashion Week show.

Hot giveaways certainly weren't scarce throughout the month. In addition to the gala giveaways, fashion readers snatched 30 sit-downs at a gala



L'Oréal Paris, by Stuart Weitzman, a Michael Kors Satchel. Also, people in the Unionbay Party held on September 3, Candy York, Seven bag, fre st the

PRODUCT PROMO



Jane Issue Bares All

Beautiful people and fashion go hand in hand. But what happens when you take the fashionable clothes off the attractive models? The second annual August "Naked Issue" of *Jane* magazine. Cover girl Heidi Klum and seven stars bared all in the mag to raise money for Clothes Off Our Back, an organization that hosts auctions, with proceeds going to benefit children's charities. This summer, clothes and accessories worn by the celebs featured in the "Naked Issue" – including Klum's *Project Runway* dress, Denise Richards' *Fashion Rocks* dress, Rachel Blanchard's photo shoot shoes and Gretchen Bleiler's Olympic goggles – were up for bid. The charity element tied in well with *Jane* readers' flair for fashion and taking action to support a cause. "If they

held in July at fashion expert James Goldstein's Beverly Hills home. "We made it look as if the sponsor branding was actually part of the house,"



IMAGES COURTESY: JANE MAGAZINE

says Doyle. Sponsors set up swanky gift lounges around the mansion where guests got Dollhouse denim, outerwear, footwear and timepieces; a Samsung cell phone, free service and Bluetooth headset; a bottle of



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