



Using Promotional Calculators as Corporate Gifts

Almost everyone uses calculators. They have become as ubiquitous as pens and pencils were a generation ago. It is not unusual to see shoppers punching in the prices of their goods on a calculator before they head to the checkout line. Business people use calculators constantly as well. Even children in elementary school now carry calculators in their book bags. Go into any office today and one of the things one is sure to see on the desks is calculators. This provides an enormous opportunity for marketing professionals. They know that promotional calculators can allow them to reach out to almost every segment of society.

Numbers run the world. Being able to understand and manipulate these numbers is essential to successfully manage one's personal and business finances. A simple way to do this is to use a calculator. For marketing professionals this is too good an opportunity to pass up. Getting logo calculators into the hands of potential customers is relatively simple. They can be passed out in supermarkets, schools, trade shows or anywhere else a group of people are gathered. Calculators today are relatively small so most people are able to place them in their pocketbooks, briefcases or backpacks and easily retrieve them when they are needed. This means all over the country potential customers can be staring at calculators with the name and other information about the companies and products the marketers are trying to promote.

Office workers are a prime target for marketers wishing to distribute promotional desk calculators. Office workers routinely use calculators as part of their jobs. These calculators sit on their desks all day within easy view of any one who comes by. If a company name is on the calculator people cannot help but notice it. The office worker on whose desk it sits will practically have the name on the calculator burned into their memory. This is sure to have an impact when they are in a buying situation.

People are often drawn to names with which they are familiar. Having a company or product name on their desk for months is sure to make people feel they know the company. When it is time to buy it is only natural they will gravitate towards the brand name they know. This is a well-known fact of advertising and is why logo office calculators can be very effective when used as marketing items.