



# How brands **unlock real ROI** from branded merchandise.

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[www.jsmbrandex.com](http://www.jsmbrandex.com)

# Your Full-Service Merchandise Partner

JSM delivers more than great branded products, we manage the entire merchandise lifecycle so you can focus on your brand.

From sourcing and design through to fulfilment and global distribution, we provide a fully managed, scalable and sustainable service that keeps your brand consistent across every touchpoint.

Whether you need bespoke product development, end-to-end ordering, corporate webshops, or in-house decoration and print, JSM ensures speed, quality and reliability across the UK and EMEA.



# Merchandise Is No Longer 'Swag'

For large organisations, branded merchandise is a small spend with big potential.

The challenge isn't the channel - it's the execution. Fragmented ordering, low-quality items and limited measurement prevent brands from realising ROI.

This brochure shows how to convert merchandise into a measurable, scalable growth engine - powered by JSM's in-house print, personalisation and fulfilment.

## According to BPMA research:

Up to **96%** increase in brand awareness

**83%** of recipients recall the brand

**79%** feel appreciated after receiving merch

**75%** are more likely to buy again

**80%** are more likely to recommend

**87%** keep items for over a year



# Attention Is Expensive. Memory Is Priceless.

In crowded digital channels, attention lasts seconds. Promotional products last months, even years.

Branded merchandise stays visible in: Home offices, work desks, kitchens, meetings, video calls

With **87%** of recipients keeping items for more than a year, merchandise delivers repeated brand exposure without paying per impression.

The key driver? **Usefulness.**  
BPMA insight shows usefulness is the **#1** reason recipients keep branded items.



# Four Ways Merch Drives Measurable Return

Data shows organisations use merchandise for awareness, recognition, trade shows and employee engagement - but the value falls into four clear levers.

Brand Awareness & Reach

Demand Generation & Pipeline

Customer Loyalty & Advocacy

Employee Engagement & Culture



# Awareness & Reach

Branded merchandise delivers continuous, repeated impressions over months or years.

## BPMA highlights:

Awareness uplift of up to **96%**

**83%** can name the brand on their promotional product

Items are kept for 12–36+ months

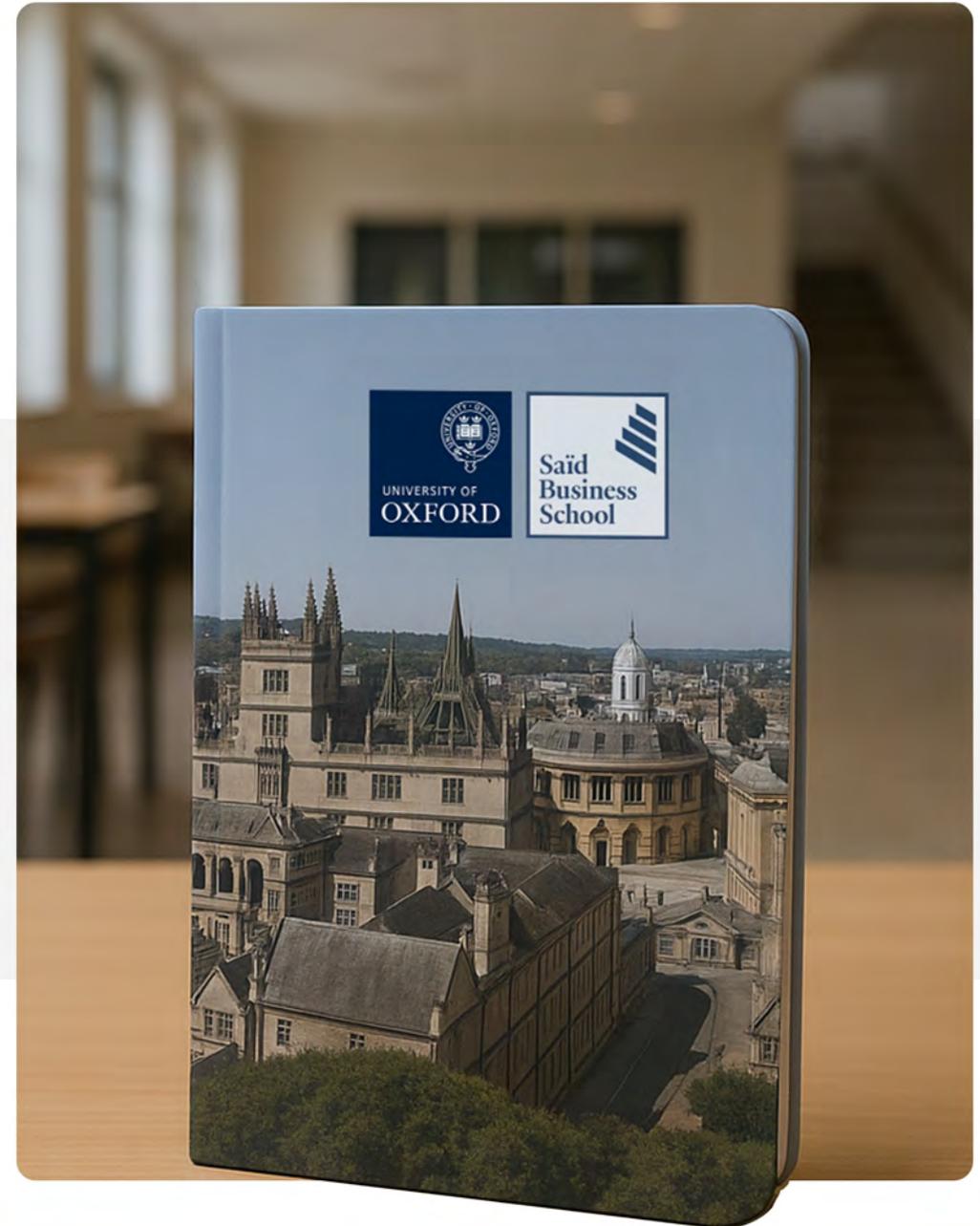
A single high-quality notebook or bottle can generate thousands of impressions at a fraction of the cost of digital ads.

## JSM Advantage:

High-quality, durable hero items

In-house print ensures colour and brand consistency

Long lifespan = dramatically lower cost per impression



# Pipeline Power: When Merch Drives Action

BPMA data shows **72%** of consumers feel incentivised by branded gifts.

For enterprise demand-gen teams, merchandise becomes a physical trigger for digital behaviour.

## Use Cases:

- Event/demo attendance incentives
- ABM personalised outreach kits
- Follow-up gifts for trials & PoCs
- QR-driven engagement journeys

## JSM Advantage:

Unique QR codes/URLs printed in-house

Timed fulfilment for campaigns

Attribution-ready campaign tagging

Tracking embedded into every item



# Retention & Advocacy: The Hidden ROI Multiplier

For subscription or contract-driven businesses, even a small improvement in retention yields substantial returns.

## Use Cases:

- Onboarding kits
- Usage milestone gifts
- Renewal gifts
- Customer anniversary programmes

## JSM Advantage:

Multi-stage lifecycle gifting design

Personalised inserts tied to customer milestones

Consistent delivery across regions

## BPMA data reveals strong emotional impact

79% feel appreciated

75% are more likely to buy again

80% are more likely to recommend the brand



# Culture, & Employer Brand

BPMA insight shows **41%** of companies use merchandise for employee engagement.

## Employees value:

- Welcome packs
- Recognition gifts
- Team apparel
- Wellbeing kits
- Culture-building touchpoints

Branded merchandise enhances belonging, retention and employer brand perception.

## JSM Advantage:

Personalised print (names/roles)  
in-house

Global fulfilment capabilities

Role- or region-specific pack variants

## Why use branded merchandise for culture

Builds a Sense of Belonging and Identity

Reinforces Core Values & Internal Brand Message

Enhances Employee Experience & Morale



# Measuring What Matters: A CFO-Friendly Method

To prove ROI, treat merchandise like a performance channel:

- Set SMART objectives
- Map leading/lagging indicators
- Instrument every item
- Track campaign baselines
- Use control groups
- Report ROI as a range, not a guess

## Leading Indicators:

Delivery, scans, URL visits, registrations, event check-ins, redemptions.

## Lagging Indicators:

Pipeline creation, closed-won, churn, NRR, referrals, attrition, eNPS.



# Turning Merch into a Digital Data Source

JSM enables trackable engagement at scale by printing variable data - QR codes, personalised URLs and campaign IDs - directly onto products or inserts.

## This gives brands:

- Attribution tracking
- Regional performance insights
- Personalised journeys
- Measurable campaign outcomes



# Big Problems Organisations Face & How We Fixes Them

## **Pain Point 1: Fragmented Spend**

JSM Fix: Centralised catalogue + consistent in-house print.

## **Pain Point 2: Slow Personalisation**

JSM Fix: Fast, flexible variable-data print at scale.

## **Pain Point 3: Quality & Sustainability Risk**

JSM Fix: High-quality hero products + eco-conscious sourcing.

## **Pain Point 4: No ROI Story**

JSM Fix: Measurement-first design + CRM tagging.



# Sustainability Without Compromise

At JSM, we're committed to doing business the right way; creating sustainable branded merchandise and eco-friendly promotional products that reduce environmental impact without compromising on quality or creativity.

## We prioritise:

- Responsible sourcing
- Reduced packaging
- Low-waste energy-efficient production
- Reuse and recycling
- Environmentally conscious materials
- Continuous improvement against evolving standards

We partner only with suppliers who share our commitment to ethical, sustainable manufacturing.



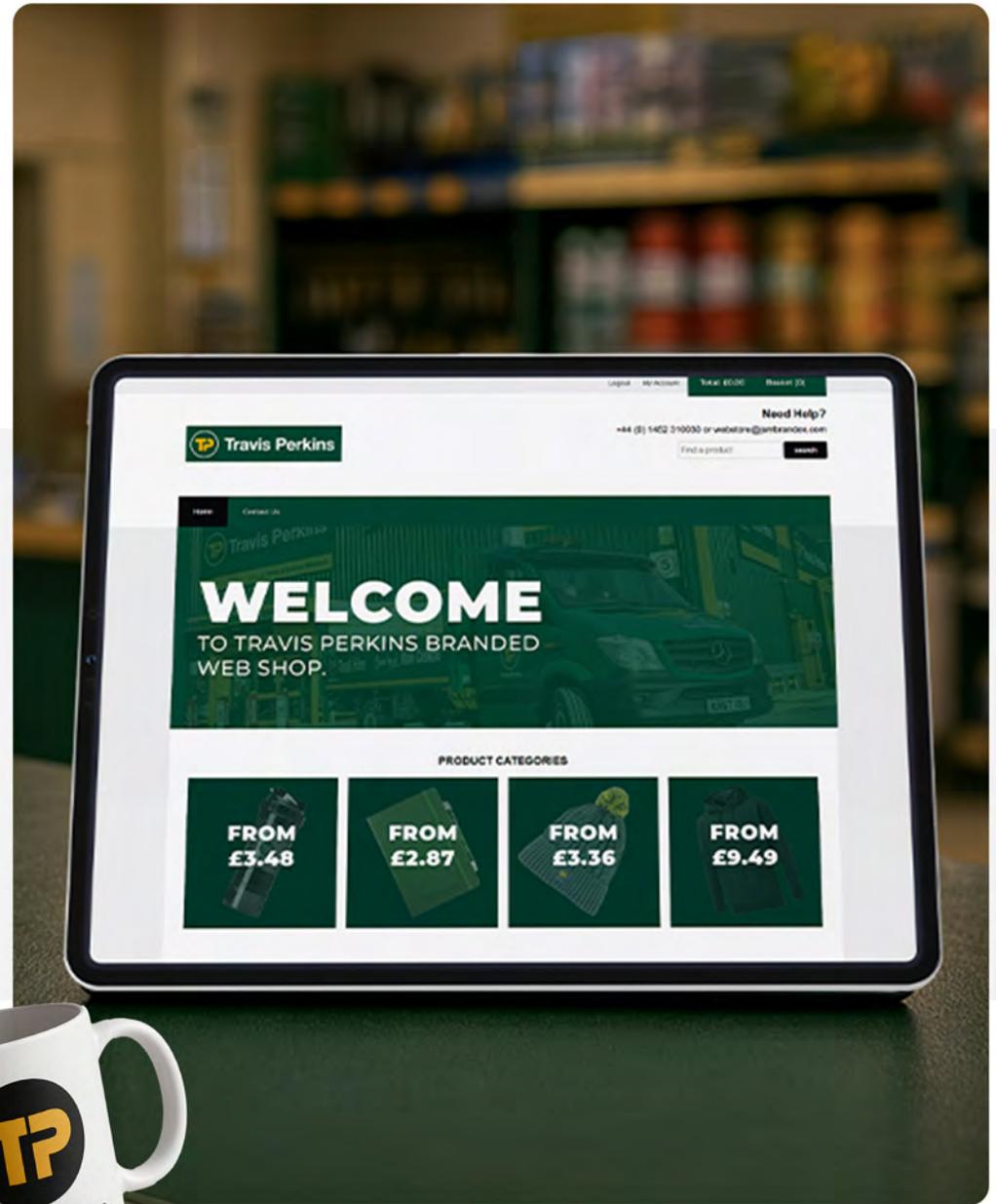
# Corporate Webshops: Your Always On Ordering

JSM provides fully managed corporate webshops that allow teams, partners and clients to browse and order merchandise online - with real-time stock visibility and seamless integration with regional warehouses.

Orders ship directly to end-users across the UK and EMEA, making distribution effortless, scalable and consistent.

## The Benefits At A Glance:

- Centralised ordering for your team
- Lower costs through bulk buying
- Brand consistency guaranteed
- Faster delivery with stockholding
- Transparent spend reporting
- Dedicated account manager support



# In-House Decoration, Print & Fulfilment

With JSM's in-house print and decoration team, brands gain full control over quality, turnaround time and consistency.

## Our capabilities include:

- Screen printing
- Embroidery
- Digital print
- Personalisation
- On-demand production
- Variable data and unique QR codes

Backed by secure UK warehouse facilities and efficient pick, pack & dispatch processes, we ensure your merchandise is always ready to ship.



Digital Print



Engraving



Transfer Print



Embroidery



Dome Labelling



Debossing

# Sourcing Top Brands

At JSM, we don't settle for ordinary and neither should you. That's why we source and supply premium products from the world's most trusted and iconic brands, delivering high performance and high perception merchandise that elevates your business, campaign or event.

We are proud to work with some of the most recognised and respected brands across apparel, accessories, drinkware, stationery, and more. When it comes to sourcing, our partnerships give you access to authentic, retail grade products from global leaders in quality and innovation.

**See a small selection of our brands to the left. Whatever brand you're looking for, we can help you source it.**



**The North Face**



**Stanley**



**YETI**



**Moleskin**



**Barbour**



**Adidas**

# UK Office

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