



YOUR GUIDE TO

Corporate Gift Buying



Your Guide to Corporate Gift Buying

Corporate gifts are a lovely way to show appreciation to your clients, but it is important to give it some thought if you want to have the right impact. A gift that ends up in a drawer isn't giving the positive experience you may hope for and a little research can ensure a gift isn't inadvertently offensive.



A well-considered gift will be very much appreciated and strengthens your relationships.

To make your life easier, here is a check list of corporate gift considerations:

□ *Consider your audience*

A thank-you gift for employees will be different to a luxury gift for your biggest client so think about your relationship and buy accordingly.

□ *Make it personal*

Are you demonstrating that you've thought about the recipient and what they'd really like to receive? Personalised touches show that you know your clients.

This may be as simple as If you know your recipient's hobbies, interests, or even their favourite colour; use this knowledge to your gift giving advantage. At Otter & Moose we can help you put together bespoke gift boxes to really show you care!



Your Guide to Corporate Gift Buying

□ *Is your gift worth giving?*

William Morris once said that you should 'have nothing in your house that you do not know to be useful or believe to be beautiful'. Would your current corporate gifts tick one of these boxes? A gift for the sake of it doesn't always send the right message.

□ *Remain true to your ethics*

Can you demonstrate your company's ethics, perhaps by gifting sustainable, organic, or handmade products, whilst also considering the values of your recipient?

Does their ethos match yours, or would you need to rethink your usual choice of gift? Can you shop locally to demonstrate to your clients that you're helping to sustain your local economy?



□ *Check corporate policies*

Some companies have limits on the value of gifts their clients can receive so it is important to know any boundaries before you send something.

□ *Check dietary requirements*

If you are buying food gifts or anything made using animal products, this is very important. Are your clients vegan or vegetarian, or do they have any other dietary requirements or allergies?

□ *Consider packaging*

Can you use re-usable, recycled or biodegradable boxes, bags or hampers? Many people are environmentally conscious these days so packaging is an important consideration.

Did you know that we can incorporate your own branding into the boxes and can deliver them direct to you or to your clients?



Your Guide to Corporate Gift Buying

□ Add a personal message

If ordering online choose a service (like Otter & Moose) that enables you to add a personal message to the gift card. This little personal touch will make the gift much more special and appreciated than someone who has bulk ordered for clients to tick that box!

□ Start with a budget in mind

It is easy to get carried away so if you are buying a number of gifts know what your total budget is and allocate a spend level per person. If you work with a company experienced in corporate gift selection, they can work within a budget to find a great present for each individual.



And of course, whilst Christmas is a popular time to show your appreciation, it can also be nice to buy gifts at other times. The main goal of corporate gift giving is to express appreciation and develop relationships which can be valuable at any time, not just holidays! For example:

- To welcome a new client
- To celebrate a client anniversary of coming on board
- To say thank you for a referral
- Show appreciation to employees for particular work or length of service

Choose the right gifting partner

If you would like help choosing your corporate gifts, at *Otter & Moose* we:

- ✓ Source **local** products where possible
- ✓ Can work within your budget to create a **bespoke** gift box
- ✓ Will incorporate your **branding** into packing if required
- ✓ Add a **personal** note to every item



To find out how we can help you visit our website www.otterandmoose.co.uk or email carrie@otterandmoose.co.uk

