

THE P.O.P. SHOP PRESENTS NEW MARKETING SUPERHEROES!

The P.O.P. Shop of Roswell is incredibly excited to show off their updated Web site and new marketing materials featuring a total of eight marketing superheroes — eight comic characters the company uses to feature what they have to offer — from The Solutioner, a blonde warrior who looks for solutions and crushes production problems to El Deflecto whose specialty is deflecting marketing malfunctions. (See these comic heroes pictured below.)

After five years, The P.O.P. Shop decided to put a little more punch into its marketing efforts. The face of the company was upgraded by introducing these new marketing superheroes who make it fun to learn about what the company has to offer. The new company brochure shows a broad spectrum of products, but as you turn each page you learn more about each superhero's story and their incredible super powers.

"In this day and age, you cannot update a company brochure without updating the Web site," said company president **Brian Beam**. "As you can imagine, the Web site is incredibly fun. By clicking on 'What is your superhero alias?' you can enter your first and last name to discover your superhero name. You can also download desktop wallpaper of your favorite superhero."

The P.O.P. Shop's marketing ideas demonstrate the kind of brand consistency many *Georgia Printer* feature writers talk about. Their marketing venues — from their Web site to printed materials — present a consistent image. Various mailings will further saturate the superhero theme, and select recipients will receive a set of superhero postcards for their own use. Later mailings will include miniature standees of some of the superhero characters.

The P.O.P. Shop is one-stop shop for marketing promotions. The company primarily produces promotional products imprinted with company logos as well as printed materials such as brochures or in-store, point-of-purchase materials. Their database includes more than 650,000 products and allows customers to search by theme, price, color or turnaround time. As they say, "Let The P.O.P. Shop rescue you from your day-to-day marketing challenges. Just give the signal and we will do our best to make you look like a hero! WHAM!"



Superhero Theme Leads To Super Service

❁ The owners of a superhero-themed distributorship in Georgia have been capped crusaders for their clients for over seven years – and they have plenty of prizes to show for it.

Sonya and Brian Beam, owners of The P.O.P. Shop Inc. (*asi/288992*) in Alpharetta, GA, were recently awarded the Silver Pyramid Award by PPAI for their work with

client Georgia-Pacific in the category “Not-For-Profit-Programs: \$10 or More Per Recipient.” They also received a \$25,000 prize in a new-product innovation contest for a product

yet to be revealed to the public. But Sonya says the creation of new, imaginative products is the second step in keeping clients happy. It’s an intimate business relationship that comes

first; specifically, assisting in their clients’ brainstorming sessions.

“We ask a lot of questions about how the products are going to be used and distributed,”
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she says. “We also ask about the recipient so we can target the products to their lifestyle, work environment or usefulness. It’s also important to ask why they are giving the products away and what they are trying to achieve.”

Sonya says that questions regarding budget, quantity, color and theme are always a part of the process – but once that’s out of the way, the task begins to crystallize quickly. “Once we have a grasp of our mission, we comb our resources for products that we feel meet the criteria discussed,” she says. “On a case-by-case basis, we determine the best way to present our ideas.”

Introducing ideas in person or via

conference calls is always preferred, Sonya says, but when they must resort to e-mail, she says it’s important for The P.O.P. Shop to be more innovative than its competitors.



That’s where step two comes in. “Creativity is our added value and it doesn’t come with a high price tag like you would expect,” she says. “Instead, we use it strategically to create and maintain relationships.” Sonya uses the award The P.O.P. Shop won for its work with Georgia-

Pacific as an example. The task was to obtain over 1,000 employee walker registrations for the 16th Annual Komen Atlanta Race for the Cure, a marathon to raise

the day of the kickoff and on race day.”

Georgia-Pacific always provided T-shirts for runners to pick up along the trail, but the sheer number of shirts

employee volunteers.”

In the history of The P.O.P. Shop, Sonya says she and Brian have had the most success when they have worked with their clients rather than

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– SONYA BEAM, THE P.O.P. SHOP INC

money for breast cancer research.

“We agreed it was important to inform employees of the event with flyers and e-mail blasts designed by The P.O.P. Shop,” she says. “We determined that the giveaways needed to be centered on three critical areas: items employees would use at their desk,

made a mess. So, the superhero shop decided to use its shrink wrap to help. “The stacked up T-shirts took up a lot of room and appeared cluttered,” Sonya says, “so this year, we recommended a shrink-wrapped T-shirt because they stack nicely. We also volunteered to man the area alongside other

for them. “We notice that as soon as they begin to view us as an extension of their marketing department, the exchange of information is more fluid,” she says. “In loyal relationships, we don’t believe the client would take our ideas and price them out elsewhere to save a buck.” – SD