Use Stubbie Holders to Promote Your Brand by Lyn Ashby

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The stubbie holder is one of the most acquainted sights through the Australian summertime. Used to keep your hands away from the cold surfaces of drinks bottles, they even assist to avoid the bottles from getting too warm through contact with your body heat. Acting as a barrier between these two surfaces, stubbie holders are an essential feature of Australian culture, and their very ubiquity makes them the ideal location for branding. Giving away stubbie holders along with your company name on may assist your business to generate more sales, and could also increase the public's awareness of your brand.

Simply like different types of promotional goods, stubbie holders can be given away free in gift packs. These are a good promotional item to supply to students and young business colleagues, since they are those possibly to be using stubbies on a day-to-day basis. You may even give them away free as a present through sports events, where beer drinking and using stubbie holders go together similar to cheese and biscuits. This ensures that the stubbie holder can be used no less than once, and a number of the people given the free gift can keep those holders, taking them home to use again and again, and having a constant reference to your company every time.

Giving away a stubbie holder to previous customers as a thank you may also help you to improve brand awareness of your company and the products you have to offer. Your clients are probably to use the stubbie holder when the weather is warm, and may even provide them to friends or neighbors when they are sharing a drink together. This implies that the stubbie holder can be a very useful tool for getting your message across, both to former customers and to potential new customers. By letting your customers have stubbie holders with your name and company slogan on, you may begin increasing your client base, that is part of the battle in growing your company.

An extra profit of using stubbie holders is that they are usually cheaper to buy and print along with your own company logo, instead of shopping for pens or other objects which have a limited use. Though pens might be slightly cheaper one-on-one with the stubbie, the fact is they are often disposed of once they run dry. Stubbies would not have a restricted lifespan, and can be used again and again, serving to promote your business year after year. This is what makes the stubby holder such a sensible investment.

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