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2023 Trends to Kickstart Your Sales

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2023 Trends

to Kickstart Your Sales



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Today's Presenters



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Chief Merchandising Officer



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Chief Revenue Officer



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RENEWAL



Largest driver of change & innovation in our industry



87%

of business leaders expect to increase sustainability investment in 2023/2024



[Trendwatching]

RENEWAL



Millennial Generation

- By 2025, they will make up 75% of the workforce
- Represent \$1 Trillion in consumer spending
- 81% expect companies to make a public commitment to CSR
- 47% actively look for diversity in the workplace

Evolving Corporate Expectations

- 73% of investors state that efforts to improve the environment & society contribute to their investment decisions (HBS)



RENEWAL

- New bluesign® and materials made with ocean plastic
- New recycled and regenerative materials across all categories
- More FSC® paper and packaging
- Brand partnerships with shared sustainability and social responsibility initiatives
- Designing for less waste in both product and packaging
- 90% of apparel is sustainable/renewable



RENEWAL



9 out of 10 companies surveyed say they will be working on various sustainability initiatives

[IBM]



46%

of consumers have a more favorable opinion of an advertiser if the promo product they received was environmentally friendly



[ASI]

Selling Strategies

90% of S&P 500 companies now publish ESG reports

Visit your end users' websites

- Companies are making sure their commitment to sustainability and social responsibility is front and center
- They are investing heavily and are proud to market their progress

Define What CSR Means for the End User

What stage of the journey is your end user currently engaged? Understanding what's important to them will determine your approach.

- Do they have a complete sustainability initiative?
- Do they have a target % of promotional product spend they're aiming to achieve?
- Does the broader group of end users have interest in cause marketing vs sustainability?



Sustainability



Environmental Achievements

Founded in 1956, Shaklee is the first company in the world to obtain Greenpeace certification and holder of 14 ISO 14001 certifications, resulting in a net zero impact on the environment.

LEARN MORE

Climate Change

Climate change affects us all. Our health, our food, our future. At Shaklee, we're part of a movement to make people and the planet healthier. That's why we have committed to reduce our climate impact and bring real solutions to the climate crisis. It's one of the ways we work toward a better future.

LEARN MORE

Million Trees

At Shaklee, we're part of a movement to make people and the planet healthier.

LEARN MORE



Our Renewable Energy Journey





With so many retail brands and products, there are all kinds of ways to create gifts people will love and make an impact. Looking for something specific? ProudPath™ retail partners and products can be found in these five categories:

Purpose Partners

Brands That Give Back

Owner Diversity

Responsible Sourcing

Eco-Friendly & Sustainable Products

FUTUREVERSE

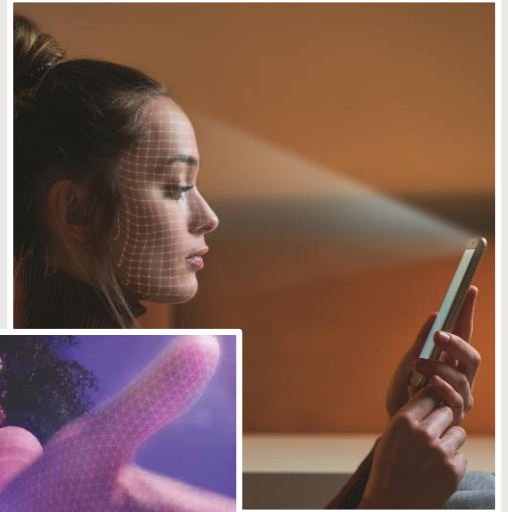


Technology designed to improve our lives & make work easier

73%

of respondents say technology helps them in new kinds or different ways of thinking

[Pew Research]



Meet me in the metaverse

The continuum of technology and experience, reshaping business

FUTUREVERSE

SUBTRENDS & PRODUCT FOCUS

- The newest and most advanced technology
- Work from anywhere/ Bleisure travel
- Tech integrated into work & life routines
- Smaller, more portable & packed with features
- Innovative & top-rated retail brands



FUTUREVERSE

The newest tech
is always in
demand

Nearly **70%** of
organizations believe that
the productivity gains of
remote working are
sustainable beyond the
pandemic

[Capgemini]



57%

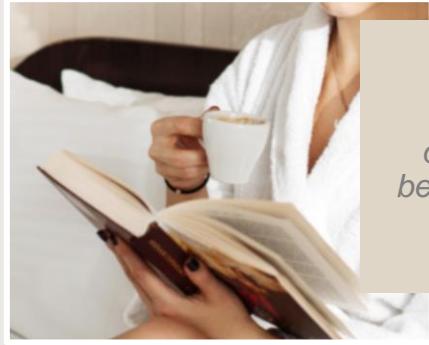
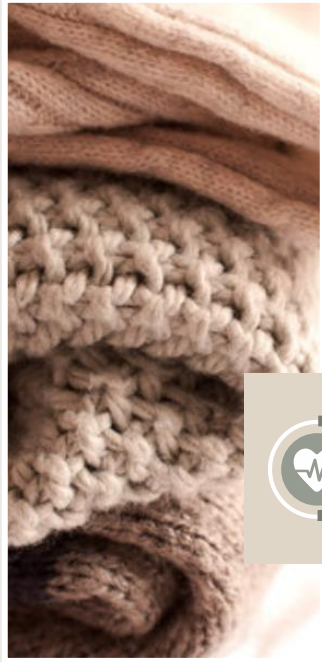
of workers are
remote at least part
time
[Upwork]



The need for
technology
support is
universal



CARE CULTURE



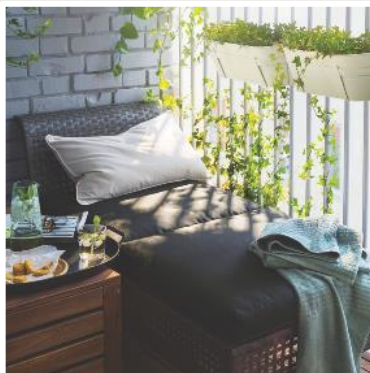
79%
*of respondents
believe wellness is
important*
[McKinsey]



50%
*of American adults
practice wellness rituals*
[WGSN]



CARE CULTURE



Researchers have learned that embracing coziness and life's little pleasures can improve overall happiness

[Zippia]



SUBTRENDS & PRODUCT FOCUS

- Outdoor gear, packs, coolers & chairs
- Spa & wellness sets, candles & aromatherapy
- Comforting textiles in apparel & blankets
- Home fitness & recovery
- Outdoor living, entertaining & games
- Indoor games
- Plants & plant care kits



CARE CULTURE



Over 80%

of employees whose employers are engaged in their wellness say they enjoy work

[Zippia]



Maximizing the trend

KEY MESSAGING & OPPORTUNITIES

- Retention and creating a connection to your audience
- Wellness programs
- Connect with your audience by showing you care about them, but also care about the future by choosing responsible products



BRANDS & COLLABORATIONS



Partnerships with brands that align with our values

Partnering with leading retail brands that align with our values and vision while offering their most sought-after products

Focus is on brands that have strong appeal for both Millennials and Gen Z as the largest demographics in the workforce



BRANDS & COLLABORATIONS



Companies spent an average of \$75 - \$100 per gift

68%

increase over the previous year



BRANDS & COLLABORATIONS

Brands: A HUGE Opportunity

Lead your conversations by starting with brands

Start the conversation:

- Share the stories
- Understand target audience
- Combine givebacks and sustainable products with the client's goals/objectives



Tradeshows & Conferences



52%

of attendees are more likely to enter an exhibit if offered a giveaway

- Statistics show the trade show industry is expected to rebound from 5.6 billion in 2020 to 14.5 billion by 2024

Packaging & Kitting

Deliver gifts directly to homes and offices

The perfect way to make a big impression

- Hybrid workforces
- Virtual onboarding
- Pre and post event gifts
- Employee Appreciation



Kickstart Your Sales in 2023

Thoughtful Gifts

The pandemic brought on a lot of changes the past 3 years.

- Remote Work
- Rising transience in workforce

This has increased the importance of gifts being more thoughtful, rather than compulsory or routine.

91%

of organizations that changed their working model over the last 3 years expect to maintain or increase gifting frequency over the next 12 months



[Coresight Research]



66%

of respondents give gifts to show appreciation to an employee



\$64 B in incremental opportunity for corporate gifts from 2021-2024

Tip for 2023: Continue Prospecting



Focus on prospecting

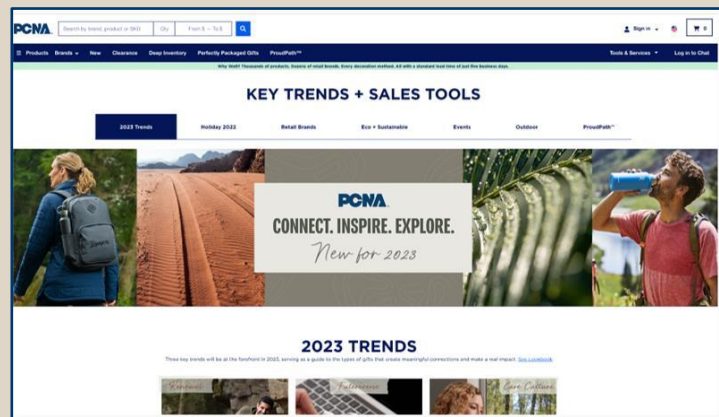
- Multiple industries
- Multiple geographic locations
- Don't place all your eggs in one basket!

Sales Tools and Resources



- 2023 Trends Look Book
- Digital Hub and Landing Page
- Sales Flyers
- Photo Library

www.pcna.com/trends



We Want To Hear From You!

Distributor Q&A



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Mary Furto

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Vice President of Marketing



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