

Do This Not That

Marketing edition

Smarter merch helps marketing teams amplify campaigns, drive engagement, and make every touchpoint measurable.

Guiding Principles

Campaign impact grows when merch is tied to a clear message; not used as an afterthought.

Premium, intentional merch extends your brand far beyond the moment of launch.

The right gear becomes a long-term brand asset; not a giveaway with no story.

1. Extend Campaigns With Intention

DO:

- Use merch to extend your campaign story
- Create items that reinforce the core campaign message or visual identity; turning your idea into something people can actually hold, wear, and share

DON'T:

- Hand out random swag with no clear tie to the campaign
- Disconnected items feel like filler and dilute the impact of your message that matters

2. Choose Premium, Brand-Right Products

DO:

- Select high-quality merch that reflects your brand's identity
- Think retail-grade apparel, sleek tech, or modern drinkware that your audience will actually use and keep

DON'T:

- Pick cheap, outdated items to stretch budget
- Low-quality products make your brand feel dated, generic, or worse; forgettable

3. Make Events Memorable; Not Messy

DO:

- Use event merch to drive engagement and traffic
- Bring your booth to life with thoughtful, on-brand giveaways or kits that spark interest and conversation

DON'T:

- Overload events with generic freebies
- Excessive low-value items create clutter and rarely make it home with attendees

4. Personalize For Your Audience

DO:

- Tailor merch to specific segments or personas
- Different audiences respond to different product types; personalization increases relevance and retention

DON'T:

- Give the exact same item to every audience
- A one-size-fits-all approach misses opportunities to create stronger brand connections

5. Think Through the Full Experience

DO:

- Design merch as part of a complete brand experience
- Consider packaging, storytelling, unboxing moments, and how the gear integrates with your campaign's look and feel

DON'T:

- Treat merch as a one-off add-on
- When merch isn't integrated with design, copy, or creative strategy, it loses impact

6. Plan for Logistics and Follow-Through

DO:

- Use scalable fulfillment to reach influencers, customers, and event attendees anywhere. This ensures consistent experience across touchpoints relevance and retention

DON'T:

- Try to manage assembly and shipping internally. This creates delays, inconsistencies, and unnecessary workload for marketing teams

Smarter merch helps your campaigns live longer, travel further, and stick with the people who matter most.