



# DREAMY TIMES

The heart of successful promotions



## Meet the team – a word from Matt

The funniest person in bookings team (he thinks...)

**What are the benefits of teamwork? Does it really matter? Can you do it on your own?**

"The answer to that last question is of course you can't. Whether you play for a football team, work in an office or work in a zoo – you will always need a fantastic team around you. Steve Jobs once said "Great things in business are never done by one person. They're done by a team of people" and this is something we love to live by here! Although sometimes we pull each other's hairs out we all know that without each other we wouldn't be even half as good as we are at present.

I would love to know what you do in your business to make sure that your team ticks. Here are our top tips for team bonding ideas;

- Team Lunches
- Room Escape Games
- Trampoline Park
- Cook-Off
- Or even a good old drink after work on the Friday at the local!



## Event fact file

**Job:** Mascot for Borna Foods

**When:** September 2019, 2 days

**What:** Promoting a drink on the go called Pistachio Drink

**Trade Show** – Lunch!

**Quote from mascot:** "Such a great vibe at the trade show, makes the job so much easier!"

**Dreams Agency**  
MODELLING AND PROMOTIONAL STAFF

## Giving Away FREE stuff – does it work?

Potentially, any brand could give away free stuff. From food brands giving out tasty morsels at food fairs to artisan food producers tempting customers to beauty brands giving away free samples, the psychology of giving customers 'a taste for nothing' has been a marketing ploy utilised for years.

There is a divide in opinion, however, with some saying that giving away stuff is exactly that, giving your product away for nothing and for little, if any return. But there are others who say it works.

### It begs the question, do free samples increase sales?

Admit it, you, like everyone else, love something for free, even if it is just a snippet of what a brand has to offer. But can it be anything more than just a nice gesture?

It seems counterintuitive to give something away because you won't be making a profit on it. In effect, you are giving away a portion of your profit.

But this small gesture can bring big rewards, something that research has shown time and time again.

What giving away a free sample does is to raise a desire in someone for that particular thing.

For example, give someone a small block of chocolate and it releases the craving for more.

**The conversion rate from sampling activities can be between 25% and 30% – and who would turn down more customers?**

### Playing to human instinct

The psychology of giving something away for free lends a powerful argument to the debate.

Receiving something for free promotes a very strong instinct called reciprocity.

It is a well-studied emotion in humans, when we see someone doing something nice and when we happen to be on the receiving end, we want to reciprocate. In other words, we want to do something nice in return.

So when a beauty brand allows us to try their new hand cream for free and gives a small sachet away, we are more likely to buy the product.



## Promotional services that make a real difference

**Not all promotional services are the same. Some promise a lot and deliver little whilst others over deliver time and time again.**

Our promotional models, brand ambassadors and sales teams are in the latter category which is why our clients come back time and again to hire staff for exhibitions and events, in the UK and around the world.

### But why opt to invest in promotional staff?

**Hiring promotional staff and service allows your brand to benefit in many ways including:**

An upswing in sales – if your goal is for more sales at the Simply Christmas craft show, for example, or at the Grand Designs Live Birmingham show, you'll want to hire a team of experienced sales promotional staff with a proven record. And that's what you'll get when you come to us.

Raising brand awareness – it's tough in the world of retail at the moment and with so much relying on brand awareness, it makes sense to make the most of raising your brand profile at an NEC event this October. From brand ambassadors walking the busy floor of a trade show to marketing and flyering staff at Dive 2019, we can help.

More success, more energy – a one-day event at an exhibition can be tiring. Now imagine doing it for two, three or even five-day events such as the Performance Car Show in January, or maintaining energy levels throughout 100% Optical or the National Running Show.

*Promotional staff have the energy and the stamina to deliver throughout the event!*

### How to hire promotional staff for NEC events in October and beyond

Just make a phone call to our bookings team on 0844 740 7056 or email us at [info@dreamsagency.co.uk](mailto:info@dreamsagency.co.uk). With our local, experienced and reliable promotional staff your time at any of the events in the new year will be even more successful!