

# Beyond swag: How strategic merchandise inspires action and strengthens brands

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For marketing and sales leaders, the challenge isn't just about brand visibility: it's about **driving action, fostering loyalty, and creating moments that matter**. Merchandise and awards should do more than just bear a logo; they should **solve business challenges in a way that inspires and motivates**.

It's important to take a strategic approach to merchandise and awards, ensuring that every award serves a purpose, reinforces action, tells a story, and creates lasting connections between the recipient and the brand.

Incentives only work when they inspire action. Whether engaging employees, customers, or partners, the first question to ask is, **"What's in it for them?"** The right award isn't just to award; it's a **powerful motivator that drives behaviors aligned with business goals**.

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Recognition is most effective when it forms an emotional bridge back to the brand. Awards and merchandise aren't just products; they are carefully curated to create connections to the brand and reinforce desired actions. Whether through lifestyle pieces, symbolic items, personalized kits, or custom-branded experiences, ensure each award aligns with the brand's identity and values.

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Today's modern customer expects flexibility – not just in what they receive but in how they receive it. Offering award choice allows recipients to select items that truly resonate with them. From digital redemption options to tailored product assortments, choice enhances satisfaction and deepens engagement.

Recognizing excellence shouldn't come at the expense of responsibility. Sustainable sourcing, eco-friendly materials, and ethical production are critical considerations in the curation process. Brands that prioritize sustainability don't just enhance their reputation; they build trust and loyalty among customers and employees who share those values.

Tailored delivery methods create a seamless, memorable experience.

How an award is delivered matters as much as the award itself. Flexible fulfillment options provide an experience, so receiving and unboxing the award is just as impactful as the item inside. Whether through in-person celebrations, premium packaging, or digital solutions, tailored delivery methods create a seamless, memorable experience.

Merchandise and awards should do more than just check a box. They should drive business outcomes. By designing recognition solutions that motivate action, create emotional connections, and align with today's evolving expectations, you can turn every award moment into a lasting brand experience.

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