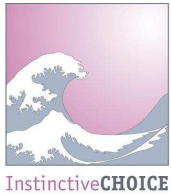


Promotional Gifts Questionnaire Results

Passionate about innovation

north east
england



Promotional Gifts Questionnaire Results

Summary

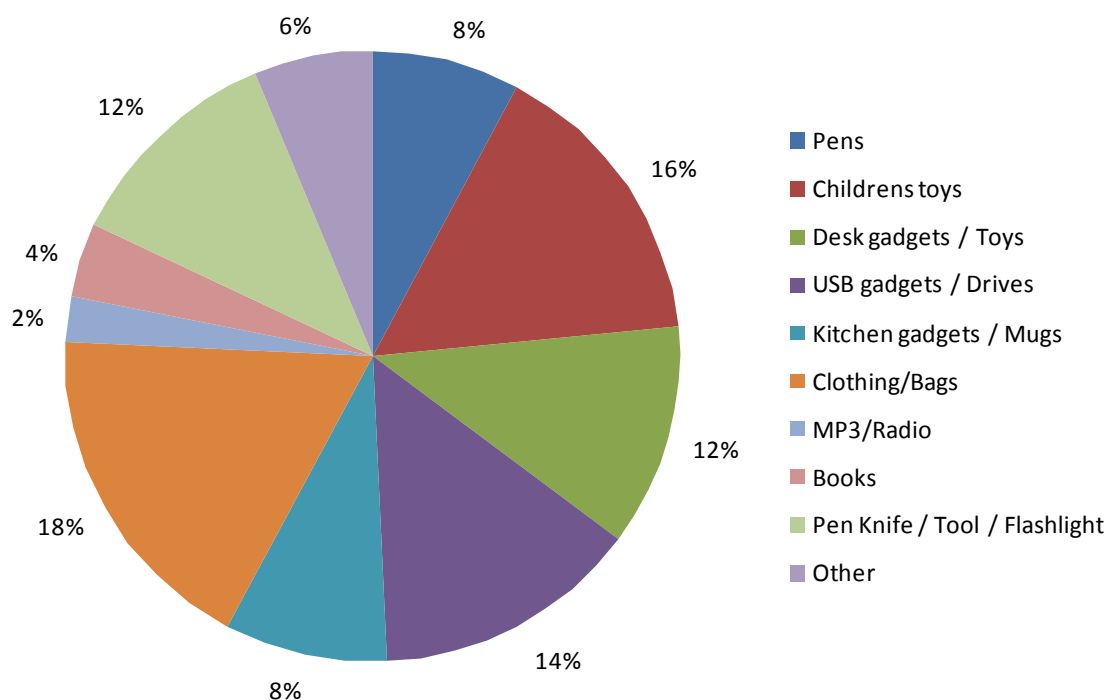
Following discussions with Hexagon Corporate Gifts Ltd a questionnaire was compiled to improve understanding of how people feel when they receive a corporate gift. The questionnaire was based on features common to many corporate gifts and of particular interest to Hexagon. Five gift features were identified for investigation using the Kano model;

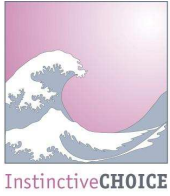
- has a large and prominent logo of the company giving
- has a long lifespan
- made by a well known manufacturer
- made from recycled or sustainable material
- has an emphasis on 'fun' not practicality

The Kano model is a simple yet powerful technique used to uncover customers' true priorities or preferences. The aim was to find if the presence or absence of any of the features above are a source of satisfaction or dissatisfaction to the recipient.

Results show that on average corporate gifts do not evoke dissatisfaction in the recipient and have some positive effect on satisfaction. However, the results also show that if you get the right gift for your target audience there is the possibility to delight the customer.

A snapshot of recipient's favourite promotional gift is given below:

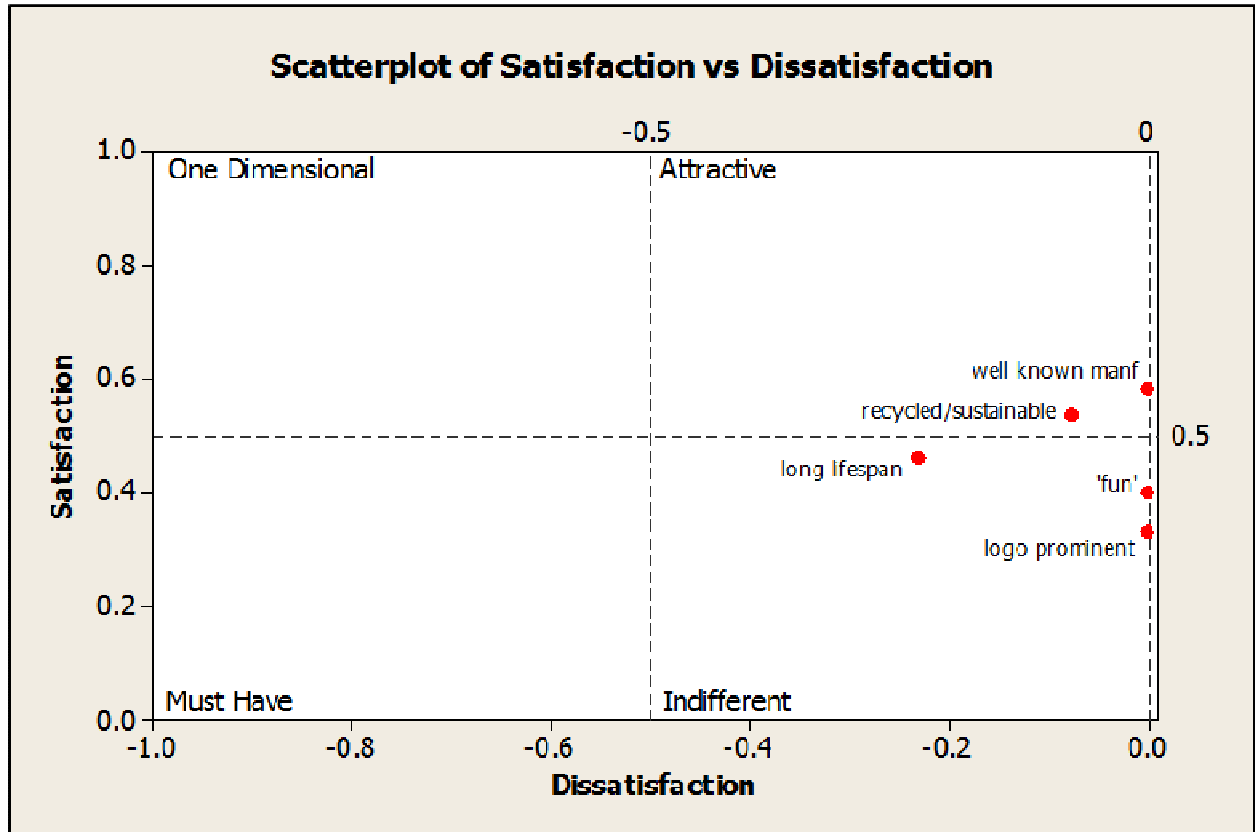




Promotional Gifts Questionnaire Results

How do you feel about “features”?

Analysis of the sample data using the Kano model yields the following results.



To interpret the graph above, the following 'rule' should be observed -

- dissatisfaction is a measure of how the individual feels about the absence of a feature
- satisfaction is a measure of how the individual feels about the presence of a feature

For example, the absence of 'logo prominent' has no impact on dissatisfaction – the dissatisfaction coefficient is zero. When 'logo prominent' is present it has a small positive impact on satisfaction.

None of the features examined have a strong negative impact on the recipient, as can be seen by the position of all points to the right hand side of the graph. The most obvious interpretation of this is that recipients are never dissatisfied at receiving a free gift. A gift without a long lifespan causes the most dissatisfaction, although this is still well within the '**Indifferent**' quadrant.

Two features are present in the '**Attractive**' quadrant. Their absence has little impact on dissatisfaction and when they are done well they can delight the recipient.

The Kano model is used to identify the priority of features to include in a product. Our analysis indicates that 'long lifespan', 'recycled/sustainable' and 'well known manufacturer' are the features that can delight and excite the recipient when done well.