

Start With the Basics

Budget: _____

Quantity Needed: _____

In-Hands Date: _____

The Why Factor

Why are you giving swag right now?
(check all that apply)

- ☐ Celebrate your crew
- ☐ Hype an event
- ☐ Surprise a client
- ☐ Trade show/tour giveaway
- ☐ Other: _____

The People FactorWho's on the receiving end?
_____What do they have in common?

What do they definitely NOT have in common? _____

Any hard no's? (ex: no alcohol, no food, no oversized logos) _____

The Vibe Factor

If your swag had a personality, would it be:

- ☐ Luxe and timeless
 - ☐ Playful and unexpected
 - ☐ Cozy and comforting
 - ☐ Techy and sleek
 - ☐ Useful and practical
 - ☐ Bougie but branded
- _____

The Life Factor

Where will they actually use this swag?
(check all that apply)

- ☐ At home (blankets, candles, kitchen gear)
 - ☐ On the go (travel gear, drinkware, headphones)
 - ☐ At their desk (notebooks, coffee kits, desk toys)
 - ☐ Everywhere (wearables, bags, accessories)
- _____

The Star Gift FactorAnything else we should know?

_____