2020 TREND REPORT
BE THE CHANGE YOU WISH TO SEE IN THE WORLD

BROADWAY MARKETING
Brand Merchandise Made EASY
877.757.5050
broadwaymarketing.com
Certified Woman Owned Business Enterprise
INDUSTRY STATS

The Value of Brand Merchandise

Useful products are retained and used, repeating the imprinted message many times creating a powerful CPI (Cost Per Impression).

- 89% of consumers have received a promotional product in the last 6 months
- 83% were more likely to do business with the brand
- 82% had a more favorable impression of the brand
- 81% kept the promotional product for more than a year
RANKED #1 MOST EFFECTIVE form of advertising to prompt action across all generations

TOP 10 USES

Brand Recognition
Brand/Product Awareness
Corporate Identity
Public Relations & Goodwill
Customer Retention
Generate Sales & Referrals
Employee Recognition
New Product Introduction
Motivate Behaviors
New Customer Acquisition
2020 COLOR OF THE YEAR
CLASSIC BLUE

*We’re particularly fond of this color ;)}
TRENDS OF THE YEAR

ECO SUSTAINABILITY
Products that leave less of an environmental footprint and make smarter use of our limited resources.

SOCIAL RESPONSIBILITY
Build your brand around brands that make a difference in the world.

OUTDOOR ADVENTURE
PET CONNECTION
ORGANIZED LIVING
NATURAL EARTH TONES

NEW BRANDS: ANKER, CORKCICLE, THE HERSHEY SUPPLY CO., CAMELBAK
Companies that have embraced sustainability and eco-friendly products and practices—and effectively promoted their efforts—have been reaping the rewards from ever-more-conscious consumers.
The ecoSmart line uses recycled materials to provide eco-friendly alternatives to single-use products like plastic forks, straws, and grocery bags. 1% of sales are donated to nonprofits dedicated to protecting the planet.

3% of revenue from every MiiR product sold goes to trackable giving projects that address both domestic and international issues. Every product comes with a Give Code that allows recipients to experience the story behind their purchase.
A portion of proceeds donated to fund The Warrior Spirit Retreat, a place where warriors learn to heal.

Beast of Burden Backpack/Duffel
As low as $55.39

Multi-Mate Multi-Tool
As low as $32.89

20oz. Insulated Tundra Bottle
As low as $14.99

A purpose in every sip. 3% of sales support efforts to bring clean water solutions to communities worldwide.

16oz. Voyager Tumbler
As low as $33.00

18oz. Traveler Vacuum Bottle
As low as $36.50

Bundle Set w/ Premium Packaging
As low as $79.95
OUTDOOR ADVENTURE

Black Mountain Day Pack
As low as $18.99

Floating Lantern w/ Solar Panel
As low as $14.25

Carlsbad Cavern LED Cap
As low as $17.69

Brand merchandise isn’t just for the office and convention centers. More than ever, your audience is engaging in outdoor activities. Support their healthy habits by giving them products that they can use to stay active.
Don’t forget about our four-legged friends! People love their pets. In fact on average, dog owners spend $1,285 a year on their pet, while cat owners spend $915 a year. Connecting with a client or employee through their little fur baby is a great way to foster a relationship.
With life in the fastest lane ever and travel at a peak rate, people are looking for products that streamline their daily life to make it easier. Whether it’s slimmer, more compact products or items that perform multiple functions, recipients will appreciate companies that provide them with brand merchandise that helps.
Earth tones are trending, and we’re all for it. These rich, earthy tones are colors that you’d find in the forest or the ocean. Think rust, marigold, burnt sienna, and sage. These natural shades create a relaxed color palette that compliments any style.
2020 HOT PRODUCTS

Across Our Top 6 Selling Categories

- APPAREL
- DRINKWARE
- TOTES & BAGS
- TECH
- MOBILE ACCESSORIES
- OFFICE
**APPAREL**

- **Next Level Unisex Sueded Crewneck T-Shirt**
  - 48 pcs. starting at $9.89
  - Includes a 1-Color Screen Print

- **Ladies Packable Puffy Vest, Port Authority**
  - 24 pcs. starting at $47.90
  - Includes Embroidery at 1 Location

- **Men's Forge Heather Polo, Cutter & Buck**
  - 24 pcs. starting at: $56.25
  - Includes Embroidery at 1 Location

*Softest Shirt Ever!*
*A Spring Must-Have*
*The Style of the Ready*
Using Quikflip® Conversion Technology, every Hero Hoodie transforms into a fully-functional backpack in a matter of seconds! The end result is a super sleek, body-conforming backpack with two built-in storage compartments, one for larger items, and one for smaller items like your cell phone, wallet or keys. A Shark Tank Success!

As low as $49.95
16oz. Bamboo Fiber Travel Mug
As low as $7.00

The Gala Tumbler, 16oz.
As low as $10.99

Zigoo Collapsible Bottle, 18oz.
As low as $12.49

RETAIL INSPIRED - Our industry does a really good job tracking and staying up-to-date with retail trends and styles. For example, if you see a mug at Starbucks that you absolutely love, there's a good chance we can find a comparable style AND make it yours with a company logo.
This 17oz. bottle features a durable, double-wall stainless steel vacuum construction with copper insulation. This keeps your beverage cold for 48 hours and hot for at least 12 hours. It also prevents condensation on the outside of the bottle. The GeoFrost finish engraves beautifully but you can also engrave the lid.

As low as $49.95
Urban Peak Backpack/Duffel
As low as $19.99

Lunar Backpack
As low as $8.99

Riviera Mesh Market Tote
As low as $5.49

SINGLE USE PLASTIC BAG BANS, 8 STATES & COUNTING - As of March 1, 2020, NYS joins the list. Whether you’re going clothes shopping, or to a home improvement store, make sure to bring your reusable bags. Give your clients or employees something they’ll now need to use constantly.
Help the planet with Washable Paper!! Lightweight and eco-friendly, the washable backpack is made from cellulose fiber. This durable tear resistant paper has the look and feel of leather. The backpack features an inside laptop pocket, and front outside zip pocket. Did we mention that this bag is biodegradable! It will start decomposing within 2 weeks of being placed in the ground!

As low as $49.95

Washable Paper Laptop Backpack
UNIVERSALLY LOVED - Tech items are some of the most appreciated gifts you can give your employees or clients. We’re particularly fond of wireless chargers since nowadays almost every phone has wireless charging capabilities. Items that can get your brand in front of people everyday will have the best ROI.
Get those cords, cables and headphone wires under control with this “Best of Show” item. Fit one of the 3 silicone holders around your cable, then magnetically mount it to the base. The magnetic system allows you to move and reposition your cables as needed. The sturdy base can be positioned on top of a desk, night table, or you can use the double sided tape to securely affix it to an edge.

As low as $9.95

CableBase Magnetic Cable Organizer
MOBILE ACCESSORIES

MOBILE ACCESSORIES

PopSockets PopWallet
As low as $11.49

iShine
As low as $2.49

Sling Grip
As low as $2.99

PHONE GRIPS ARE STILL HUGE - No one wants to be the person with a cracked screen. Cut up fingers are no fun and how can you see those insta posts with half your screen blacked out. Because of this, manufacturers will keep coming up with new ways to help you keep a firm, safe grip on your phone. By the way, 5 Broadway Marketing staff members use the Sling Grip on their own phones - we swear by it!
We’ve seen our fair share of vent clip phone holders but this year we fell in love with the Descend Auto Phone Mount. The clamping mechanism automatically adjusts to the size of your phone and holds it in place without any extra gizmos. This makes it extremely easy to put in and take out when you’re on the go.

As low as $4.49
**OFFICE**

- **Mobile Office Pencil Case**
  As low as **$6.99**

- **8.5" LCD e-Writing Tablet**
  As low as **$13.95**

- **Mobile Office 15”Commuter Sleeve**
  As low as **$14.95**

**FLEXIBLE WORKSPACES** - The business world has opened up to the idea of working from home, having remote employees and shared work spaces. On top of that, allowing flexibility and personalization of one’s workspace promotes collaboration and community while inspiring creativity, cooperation and well-being.
As someone who loves to get my thoughts down and take notes with pen and paper, this notebook really hit home. First, the convenience of having a digital copy of your notes can’t be underestimated. No more lost ideas on thrown out or lost pieces of paper. Second, you can reuse this thing 5x over. The Everlast model can be used indefinitely!

Rocketbook Wave Executive

As low as $22.99
Sometimes to stand out you need a unique item that surprises people. These items are staff favorites that wowed us and we think you’ll like them too.

- The Dirty Cookie
- Large Puzzle in a Can
- 4-in-1 Toiletry Travel Bottle
- Blue Light Blocking Glasses
- Air Plant
- Sunburn Alert Sticker Pack

**FUN & TRENDY**

**UNDER $10**

- An Open House Must-Have
- The Perfect Travel Companion
- Filters Harmful Blue Light From Digital Screens
Sleek BT Wireless Speaker

Bamboo Lunch Box

Dog Walker Hydration Sling

Knotty Neckties and Bow Ties

Orbitkey Key Organizer

W&P Peak Popcorn Popper

USA Made using recycled plastics

Earty & Natural Colors are IN

Also perfect as a simple hiking bag

Also perfect as a simple hiking bag
There’s not a single person on earth who’s had chicken nuggets in the car and not wished they had a third arm to hold their sauce. The Dip Trip will solve all your problems. Not sure there will be a more sought after product this year than this one. Get your orders in early!

#DipResponsibly

As low as $1.65 (Bulk Packaging), $2.49 (Standard)
We’re very excited to announce the SILKEN, an executive gift-packaging solution. We can turn any branded product into a fully customized gift experience. Utilize extreme customization capabilities on the magnetic box itself, unique foam inserts and engraving, and a foil stamped sleeve.

Please contact us for pricing
Follow us to stay up to date on new products, specials, and company events & news.

We’ve got some fun giveaways planned on Instagram in the next coming weeks so stay tuned!
How we make it **EASY**

1. **Fast Response**
   - 1 hour, 1 day response time and 24/7/365 availability.

2. **Best-In-Class Technology**
   - Cutting-edge website technology and a full team dedicated to helping you look like a star.

3. **Online and In-Person Presence**
   - Robust enterprise software recognized as leading edge technology.

4. **Comprehensive Order Management System**
   - $750MM in purchasing power assures you most favored pricing from leading industry suppliers.

5. **Competitive Pricing**
   - Integrated order management process guaranteeing your order is done right - on budget, on time.