

executive lifestyles

CORPORATE GIFT GIVING

GETTING PERSONAL

When it comes to corporate gift giving this season, Jon Clark of Port Charlotte-based Palm Tree Promotions says companies are spending less per item but giving more personalized gifts.



JON CLARK

“Personalizing customer gifts continues to trend up as companies try to save money on both advertising and gift giving by reinforcing their message on the gifts they give,” says Clark.

Clark’s firm works with clients selecting

their holiday gift/promotion items and even designs the packaging or personalizing of the item. He’s worked with Allstate Insurance, Intel and the Seventh-day Adventist Church, among others.

HITS THIS YEAR:

- **Personalized CD jewel case:**
\$4 to \$10 a piece, depending on the complexity of jewel case design and type of music.
- **Wristwatch with company’s logo on the dial:**
\$68 to \$70 for a two-tone metal Fossil watch.
\$35 for Fossil sports watch

A personalized Fossil watch with company logo

