

SWAG IDEAS FOR 2025



Exploding Cake:

Surprise Cake isn't just a treat—it's an experience! This branded gift box looks sleek on the outside, but pull the tab, and—boom!—confetti pops, sprinkles fly, and a delicious cake appears, all delivering your company's message in the sweetest way. Perfect for anniversaries, onboarding, grand openings, or even event invites, the packaging is fully brandable, and the sprinkles can match your colors.

Outdoors:

Outdoor swag is taking events to the next level with gear that's both practical and fun. From insulated tumblers and weatherproof blankets to custom hiking packs and branded ski goggles, companies are leaning into adventure-ready giveaways. Even pickleball paddles are a hit.

Get your Zen On:

Self-care swag is having a moment, and we are here for it! From lotions and body washes to candles and eye masks, brands are tapping into wellness to connect with consumers in a meaningful way. It's the perfect way to show people you care while giving them something they'll actually use (and love).

Recycle and Upcycle:

Sustainability is more than a buzzword—it's shaping the way brands connect with their audience. From washable paper bags to upcycled swag, suppliers are getting creative with eco-friendly options. One company is turning leftover trade show banners, billboards, and tablecloths into one-of-a-kind totes, pouches, and hats. “

Sustainability in promo is gaining ground, but it's not always the top priority.

Challenges include:

- The fact that the budget still rules
- The definition of "sustainable" is a bit fuzzy

The buzz? Experience-driven gifting and retail-grade merch with fashion-forward customization.

The final word? Plan ahead and work with experts.

Source: <https://www.eventmarketer.com>

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