

PROJECT PLANNER • PRODUCT GUIDE • AUDIENCE MAP



**A practical, visual workbook for turning “we need merchandise”
into a clear product direction – even when you have no idea where to start.**



WHAT YOU KNOW

Specifications, information and products featured in our catalogues are subject to change. Contact us for up to date information. Products displayed are not actual size and the logos used are for reference only to illustrate branding options. Actual product colours can also vary from shipment to shipment and this is beyond our control. Always ask to see a sample to ensure the product colour and the product itself are suitable for the intended purpose as we do not accept returns due to minor colour variations or the product being deemed unsuitable once it is delivered. All lead times quoted are approximate and can be affected by various factors. Please ask for accurate delivery information when placing an order.

START WITH WHAT YOU KNOW

You do not need to know which product you want yet. Start with the purpose of the project. A few practical decisions will quickly turn thousands of possibilities into a much more useful direction.

How to use this workbook

The first pages are your working space. Use them to collect any thoughts, ideas, preferences and alternatives that could be considered as the project develops. You do not need to make every decision straight away – the aim is to explore the practical questions that can affect your product choice, such as audience, quantity, timing, budget, colour, branding and artwork. The quote-ready brief at the end then brings the most important points together for us. By working through the detail first, you will be well prepared for the quoting and ordering process, including the questions we may ask, the choices that may arise and the alternatives we may recommend along the way.

What are you planning? / Where will it be used?

Examples: conference, staff onboarding, client gifts, product launch, fundraiser, school event, community campaign

What would make this project a success?

Examples: stronger visibility, a useful takeaway, better attendance, recognition, fundraising, loyalty or a premium impression

What is the main goal?

- ☐ Brand awareness ☐ Useful giveaway ☐ Lead generation
☐ Fundraising ☐ Thank you / reward ☐ Team identity
☐ Premium impression ☐ Not sure

WHO NEEDS TO WANT IT?

The best merchandise is chosen for the person receiving it, not simply for the person ordering it. Think about who they are, where they will use the item and what would make it genuinely relevant to them.

Describe your primary audience

Role, age range, interests, work environment, lifestyle, location or relationship to your organisation

Who are you mainly giving it to?

- ☐ Employees / new starters ☐ Clients / customers ☐ Prospects / leads
☐ Conference delegates ☐ Students ☐ Families / children
☐ Community members ☐ Tourists / visitors ☐ Athletes / participants
☐ Volunteers ☐ VIPs / executives ☐ Media / influencers

Where are they most likely to use the item?

Examples: desk, commute, home, gym, outdoors, travel, events, school, hospitality or everyday errands

What should it feel like to them?

- ☐ Practical ☐ Premium ☐ Fun ☐ Eco-conscious ☐ Professional
☐ Creative ☐ Australian ☐ Sporty / active ☐ Compact
☐ Gift-worthy

03 - QUANTITY

HOW MANY DO YOU ACTUALLY NEED?

Quantity influences minimum order requirements, unit pricing and which products are realistic. Start with the number of recipients, then consider whether you need a buffer for late registrations, replacements or future use.

Approximate quantity

- ☐ Under 25 ☐ 25-49 ☐ 50-99 ☐ 100-249 ☐ 250-499 ☐ 500-999
☐ 1,000+ ☐ Not sure yet

Expected number of recipients

How much extra stock would be useful?

Consider late registrations, replacements, future meetings, new starters or additional locations

Will everyone receive the same item and design?

If not, note any quantity splits by team, location, colour, design or recipient group

04 • DEADLINE

WHEN DOES IT NEED TO BE IN YOUR HANDS?

Your event date is not your delivery date. Allow time for artwork approval, production and freight, then add a buffer where possible. The real must-arrive date helps us rule out products that cannot realistically make your deadline.

Event / launch date

Must-arrive-by date

The date the merchandise needs to be delivered and ready to use

Delivery location(s)

Suburb / postcode and whether everything is going to one address or multiple locations

How flexible is the deadline?

- ☐ Fixed – cannot move ☐ A little flexibility ☐ No event date – ASAP
☐ Planning well ahead

05 - BUDGET

SET A BUDGET TO HELP US SHORTLIST

A budget does not lock you into a product. It simply helps us show you ideas that make sense. Give us a total project allowance, a target per item or even a rough range – whichever is easiest.

Total project budget

Add whether the figure is ex GST or inc GST if known

Target spend per item

A range is perfectly fine, for example \$5-\$8 or around \$20

If something has to give, what matters most?

- ☐ Lowest unit cost ☐ Product quality ☐ Brand impact
☐ Eco credentials ☐ Fast turnaround ☐ Australian made
☐ Recognisable brand ☐ Premium feel

Anything else the budget needs to cover?

Examples: extra branding positions, individual names, multiple deliveries or special project requirements

MAKE THE PRODUCT LOOK LIKE YOUR BRAND

Colour, artwork and print choices all affect how the finished merchandise will feel. Use this page to capture the direction you prefer, even if you are still considering alternatives. We can confirm what is technically possible once a product is selected.

Preferred item colour

Write the exact colour if you know it – for example forest green, navy, coral, natural, black or white

If the exact item colour is not available, what is the best direction?

- ☐ Brand colour ☐ Closest tonal match ☐ Neutral / understated
☐ Natural / earthy ☐ Bright / colourful ☐ Dark / premium
☐ Light / clean ☐ Open to suggestions

Brand colour reference(s) and desired print / branding colour

PMS / Pantone, CMYK, RGB or HEX references if available

Artwork requirements

Vector artwork such as AI or EPS is preferred, with fonts converted to outlines. An editable or high-resolution PDF can sometimes be suitable. Raster artwork may work for selected processes but should generally be at least 300 dpi at intended print size. If your artwork is unsuitable, we can advise whether another file or paid redraw/recreation is needed.

What artwork do you currently have?

- ☐ AI / EPS vector ☐ Editable PDF ☐ png file only ☐ jpeg file only
☐ Brand guidelines ☐ Needs redrawing ☐ Not sure

Artwork notes

Which logo version should be used? Note any brand guidelines, minimum sizes, clear-space rules, multiple logos or other artwork requirements.

BRANDING METHODS WITHOUT THE JARGON

The branding method changes how your logo looks and feels on the finished product. You do not need to know the technical process before you enquire – this guide shows the most common options and the type of result each one can create.



Pad Print & Screen Print

Cost-effective choices for simple logos and larger quantities. Pad print suits curved or smaller items, while screen print works especially well on flatter surfaces and larger print areas.



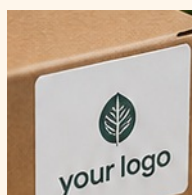
Full Colour Digital Print

Prints detailed artwork, gradients and photographic imagery directly onto suitable products. A strong option when your design needs more than a few solid colours.



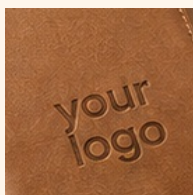
Sublimation Print & Transfer Print

Sublimation bonds colour into compatible polyester surfaces. Transfer print applies printed artwork to the surface, making both useful for detailed, vibrant designs.



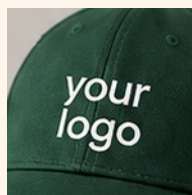
Full Colour Label

Artwork is printed in full colour onto a label and applied to the product. Useful where direct printing is unsuitable or when fine detail and multiple colours are important.



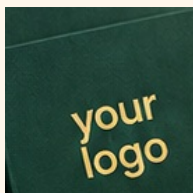
Debossing

Presses your logo into the material to create a subtle recessed impression. Often chosen for notebooks, leather-look products and other items where an understated finish suits the design.



Embroidery

Stitches your logo with coloured thread for a textured, durable finish. Common on caps, apparel, bags, towels and other fabric products.



Foil Print

Applies a thin metallic or coloured foil to the surface. It can create an elegant, eye-catching finish on suitable notebooks and selected materials.



Hot Stamping

Uses heat and pressure to apply a design to a suitable surface, sometimes with foil. It creates a clean, refined mark on selected leather-look, wood and hard-surface products.



Imitation Etch

Creates a frosted, etched-style appearance without physically engraving the surface. Particularly effective on suitable glassware when you want a subtle premium look.



Laser Engraving

Uses a laser to remove or alter the top surface and reveal a permanent mark. Ideal for many metal, wood and selected hard-surface products.



Resin Coated Finish

A clear domed resin coating sits over printed artwork, creating a smooth, glossy and durable finish. Often used for badges, keyrings and selected branded components.

What those choices usually mean

Printing adds colour, engraving creates a durable mark on suitable surfaces, embroidery uses thread on textiles, and debossing or foil can create a more understated premium finish. The available method depends on the product.

YOUR QUOTE-READY PROJECT BRIEF

You now have the information we need to start narrowing the range. Transfer the key decisions here, including anything you are still unsure about. Blank fields are fine – they show us where you want recommendations.

Project / occasion

Primary audience

Quantity

Must-arrive date

Budget / target per item

Preferred item colour

Preferred logo / print colour

Preferred branding method

Delivery location(s)

Artwork available

What I still need help deciding

Products, category, colour, branding, budget, timing – or simply 'I have no idea where to start'.

Send us the brief with the information you have and we will get back to you with practical options, check stock and production timing, review your artwork and prepare a project-specific quote for you.

W: merchandiseup.com.au – E: welcome@merchandiseup.com.au – Ph: 0459 893 364

FIND THE CATEGORIES THAT FIT YOUR AUDIENCE

Start with the people receiving the merchandise, then follow the strongest category routes. A good project often combines an audience match with practical considerations such as quantity, timing, budget and brand style.

WHO ARE YOU TRYING TO REACH?	START WITH THESE CATEGORIES	WHAT MATTERS	THEN EXPLORE THESE SUBCATEGORIES / PRODUCT TYPES
Event, conference & trade-show attendees	Giveaways • Bags • Pens • Notebooks • Drinkware • Technology • Print	Think about what attendees use during the event and what they can comfortably take home.	Lanyards, badges, wristbands, stickers, bookmarks, tote/drawstring bags, cups & bottles, charging/data cables, screen cleaners, compact tech.
Clients, VIPs & business partners	Gift Sets • Brands • Drinkware • Technology • Bags • Business • Personalised Name Gifts	Perceived value, relevance and presentation matter more than simply maximising quantity.	Premium glassware and insulated drinkware, brand pens/notebooks, power banks, laptop bags, portfolios, stationery & desk accessories.
Employees, new starters & internal teams	Apparel & Headwear • Drinkware • Bags • Business • Technology • Gift Sets	Everyday usefulness usually wins. Choose something that fits work routines and strengthens team identity.	Polos, shirts, hoodies, jackets, caps, bottles, mugs, backpacks, laptop bags, notebooks, desk accessories, chargers and tech.
Customers & general consumers	Giveaways • Drinkware • Bags • Confectionery • Print • Technology • Custom Shaped	Broad appeal and usefulness help the product stay relevant beyond the initial interaction.	Keyrings, bottle openers, magnets, stickers, tumblers, tote bags, branded treats, phone accessories and custom-shaped products.
Retail shoppers & e-commerce customers	Bags • Confectionery • Print • Giveaways • Mailable Items • Custom Shaped	Consider how the merchandise supports the purchase experience, incentive or take-home brand moment.	Shopping/tote bags, paper and gift bags, stickers, tags, magnets, confectionery, compact mail-out products and purchase incentives.
Students, schools & education communities	Kids & School • Pens • Notebooks • Bags • Drinkware • Apparel & Headwear • Technology	Everyday utility works across students and educators; age suitability matters for younger groups.	Kids apparel, pencil cases, colouring bags, backpacks, bottles, pens, notebooks, caps, USB products and charging accessories.
Sporting clubs, athletes & fitness audiences	Apparel & Headwear • Drinkware • Bags • Outdoor & Leisure • Giveaways	Choose products that fit before, during or after participation and can reinforce team identity.	Activewear, t-shirts, caps/visors, shakers, bottles, duffle bags, dry/wet bags, towels, sunscreen, sunglasses and outdoor items.
Tourists, visitors & destination audiences	Australian Made • Bags • Drinkware • Outdoor & Leisure • Print • Giveaways • Plantable Seed Gifts	A useful product can become a functional souvenir and extend destination recall.	Tote bags, bottles, travel accessories, sunglasses, sunscreen, magnets, bookmarks, postcards, seed paper and seed sticks.
Community, charity & fundraising audiences	Giveaways • Bags • Apparel & Headwear • Drinkware • Confectionery • Plantable Seed Gifts • Print	Visibility, accessibility and value matter when products need to support participation or fundraising.	Wristbands, badges, tote bags, t-shirts, bottles, confectionery, seed gifts, stickers, bookmarks and magnets.
Families & children	Kids & School • Giveaways • Bags • Drinkware • Confectionery • Outdoor & Leisure	Prioritise age suitability, practicality and products that can be shared, used or enjoyed repeatedly.	Colouring bags, kids apparel, bottles, temporary tattoos, wristbands, sunglasses, games, picnic/outdoor products and treats.
Hospitality, food, beverage & venue guests	Drinkware • Apparel & Headwear • Bags • Confectionery • Outdoor & Leisure • Print	Choose around guest experience, staff use or gifting rather than a generic giveaway.	Glassware, mugs, cups, barware, coffee & tea accessories, aprons, caps, wine bottle bags, bottle openers, cards, tags and ribbons.
Eco-conscious & sustainability-led audiences	Eco • Australian Made • Plantable Seed Gifts • Bags • Drinkware • Pens • Apparel	Material choice, reusability and sourcing should support the sustainability message rather than compete with it.	Recycled, bamboo/wood, cork, cotton and wheat-straw products; reusable bags/cups/bottles; eco pens/apparel; seed paper and seed sticks.
Outdoor, travel & lifestyle audiences	Outdoor & Leisure • Bags • Drinkware • Apparel & Headwear • Technology	Durability, portability and usefulness away from the desk are key considerations.	Beach and picnic products, travel accessories, coolers, duffle bags, backpacks, bottles, hats, power banks, speakers and cases.
Safety, field, construction & operational teams	Health, Safety & PPE • Apparel & Headwear • Drinkware • Bags • Technology	Function comes first. Products should suit the work environment and be easy to use in the field.	Hi-vis & safety products, workwear, caps, insulated bottles, utility bags, backpacks, charging accessories and practical tech.
Pet owners & animal-focused communities	Pets & Animals • Giveaways • Bags • Outdoor & Leisure	Relevance to pets or everyday outings makes the merchandise feel purposeful rather than generic.	Pet accessories, portable/outdoor products, keyrings, event giveaways and practical take-home merchandise.
Remote recipients & mail-out campaigns	Mailable Items • Print • Giveaways • Technology • Plantable Seed Gifts • Confectionery	Size, weight, durability and mailing practicality become part of the product decision.	Stickers, bookmarks, cards, magnets, compact tech, keyrings, seed paper, lightweight treats and small easy-to-mail items.

Then layer in any project-specific filter:

BESTSELLERS – proven favourites • BRANDS – premium recognised names • AUSTRALIAN MADE – local sourcing • ECO – material/sustainability focus • EXPRESS ITEMS – shorter lead times • SMALL MOQ – lower quantities • GIFT SETS – ready-made combinations • PERSONALISED NAME GIFTS – individual recipients • CUSTOM SHAPED – campaign-

