



## Promotional Merchandise News & Tips

### How Mobile Are You?

We are in the midst of a technological transition. Personal computers and laptops have shrunk down into tablets and smart phones. Millions of apps and functional features allow you to conduct your business wherever you are. Take the five minute quiz and find out if you're in the 21st century, or if your company needs a technology overhaul. (You may skip to the summary on page 2 at any time).

#### Take the Quiz

1. The last time you bought a new cell phone was:  
A. 2006  
B. 2009  
C. 2012
2. The image on your iPad cover is:  
A. Your favorite football team's logo  
B. The corporate logo for where you work  
C. The name of the company who made it
3. The last app you used was:  
A. Linked In  
B. Angry Birds  
C. E-mail
4. The best hot spot for your office's Wi-Fi system is:  
A. Not sure, it all seems the same to me  
B. We only use LAN lines, so nowhere  
C. The office next to the router, they have a good connection
5. You have to charge your tablet:  
A. About once a week, that's how often I use it  
B. Every other day, it's not that bad  
C. Every day, I'm glued to the outlet!
6. What was the last e-mail you sent out from your smart phone?  
A. I don't e-mail, it wastes my data plan  
B. A power point so my associate can present while I'm away  
C. A picture from my trip to Florida

7. What phone accessory do you use the most?  
A. Bluetooth, hands free is the way to be  
B. Charger, just need it to remain on  
C. Phone Stand, it makes it easier to use
8. Your companies mobile website:  
A. Is in the works, just a few more weeks  
B. Looks really good, maybe better than the original  
C. Is non-existent, it's not needed
9. You think the "QR" in QR Code stands for:  
A. Qualified Report  
B. Quick Response  
C. Quality Reader
10. You use a cloud storage  
A. I don't trust the cloud, hackers are getting good  
B. For all my work files, I can access them wherever  
C. Only for my music, I don't want to lose anything

#### Scoring

Congratulations, if you understand each question (whether or not you use it) award yourself 3 points to your total score. Deduct 1 point from your total score for every question you did not understand.

For each question, find your response and award yourself the number of points to the left of your answer. Tally your score to find how mobile you are.

- |          |       |       |           |       |       |
|----------|-------|-------|-----------|-------|-------|
| 1. 3 (C) | 2 (B) | 1 (A) | 6. 3 (B)  | 2 (C) | 1 (A) |
| 2. 3 (B) | 2 (C) | 1 (A) | 7. 3 (C)  | 2 (A) | 1 (B) |
| 3. 3 (C) | 2 (A) | 1 (B) | 8. 3 (B)  | 2 (A) | 1 (C) |
| 4. 3 (A) | 2 (C) | 1 (B) | 9. 3 (B)  | 2 (C) | 1 (A) |
| 5. 3 (C) | 2 (B) | 1 (A) | 10. 3 (B) | 2 (C) | 1 (A) |

0-9 points– Please find your local 14 year old to help you understand this stuff.

10-19 points– Almost there, you'll need to perform a few updates and restart.

20-32 points– Congratulations, you are mobile!

33 points– Bill Gates wasn't allowed to take this quiz!

-Continue to read to learn how mobile products can benefit your brand management-

## Summary

1. Stay current and upgrade to the latest smart phones, the new features will make your business more efficient.
2. Put your company logo on your iPad cover and become a walking advertisement to increase brand recognition. The functionality will keep people using it for a long time.
3. More and more business related apps are created everyday. Diversify your app-store purchases and make sure your thinking about how to become more efficient.
4. An office that has good wireless internet throughout displays willingness to use modern technology. Make internet accessible to clients and employees wherever they are and strive to ensure a good connection.
5. Even though you're glued to the outlet, charging your tablet constantly shows your using it daily. Tablets will eventually replace laptops, so it is important to familiarize yourself with how to use them.
6. Your smart phone has powerful capabilities. Maximize the new features to be able to be in the office even on your day off. Don't underestimate the power and performance features, large files are able to be shared with little delay.
7. Phone accessories are great opportunities to put your branded image on during giveaways. The more functional and more frequently used it is, the more your company will benefit from it.
8. Be sure to build a mobile version to be compatible with smart phones and tablet devices. The easier it is to use, the more the customer will benefit from it.
9. QR codes become handy when handing out giveaways. Any item is virtually capable of displaying a QR code. The code is great for informing customers by directing them to your website.
10. Cloud devices will virtually eliminate any lost files. It allows your colleagues to access files while at home or on the road. By saving to your cloud, your decentralized office can become more productive.

## Looking Ahead

Keep these dates in mind for great promotional opportunities.

### **July-**

National Grilling Month

Independence Day— 4th



### **August-**

National Inventors Month

International Youth Day- 12th

Take Your Dog to Work Day—24th

