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Arne Schubert
allbranded
Transporting
emotions



Carlos Jiménez
Clipy
A place in the sun

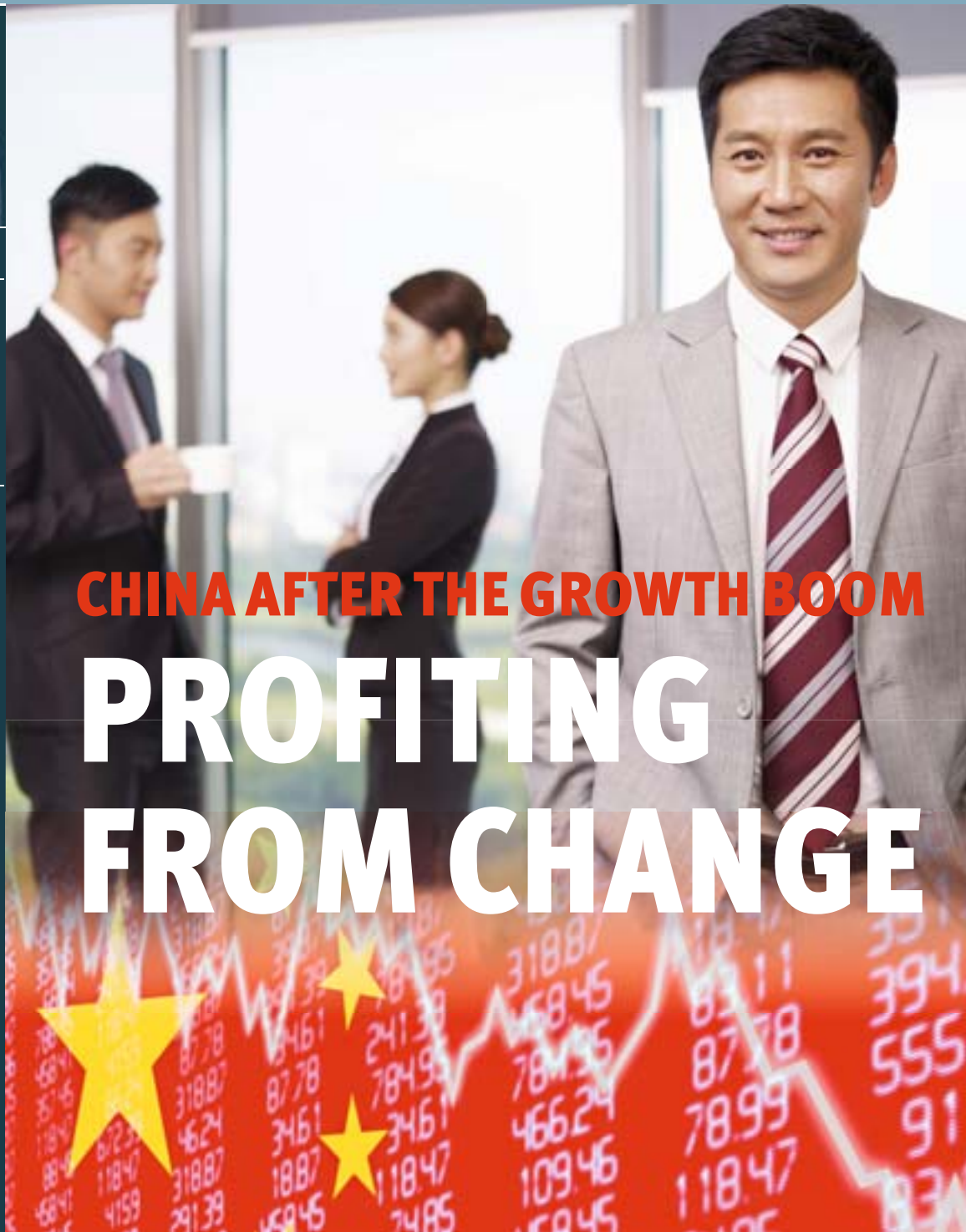


Product Guide
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CHINA AFTER THE GROWTH BOOM

**PROFITING
FROM CHANGE**

**ARNE SCHUBERT / ALLBRANDED GMBH**

TRANSPORTING EMOTIONS

When the young entrepreneur Arne Schubert started out in the world of individual promotional products with his “all-branded” project, he already had a distinct idea of how he would promisingly combine three-dimensional advertising with digital reality. That he and his team would successfully stir up the promotional products market in a very short time with an up-to-date concept is a story that is worth telling at this juncture.

It is a morning lit up by the sun of early spring when we meet Arne Schubert at the allbranded headquarters. Only recently did the company founder and his team move into the new, brightly lit rooms, situated at the intersection of the Hamburg neighbourhoods of Eimsbüttel, Altona-Nord and Sternschanze. Here is where many new, young businesses, offices and small production facilities are gathered. Innovative start-up atmosphere can be felt with every sense. The promotional products specialist allbranded fits perfectly into this fresh society. And the bright morning mood also seems an ideal background for the company creed: “No sleepy run-of-the-mill mishmash, but alert advertising” is what customers are supposed to find here. This is because Arne Schubert wants allbranded to bring people promotional products that “transport emotions”. This has been what the company has been doing with growing success ever since it was founded in 2013. And in the process, Arne Schubert and his team have taken advantage of up-to-date media from day one. As a means of distribution, allbranded puts its trust entirely in the digital powers of the internet.

WHIZ KID

But first let us turn the clock back a few years to a time when Arne Schubert, a native of Lüneburg, joined MyTaxi after getting his degree in international management and foreign trade from the Hochschule für angewandte Wissenschaften (HAW) in Hamburg. At that company, he succeeded in the distribution sector and was responsible for building up the distribution network in northern Germany. After he had gathered enough profound experience, he left the company to pursue his desire to be self-employed. During his course of study, he had already had an internship at a large promotional product agency in London whose business was primarily involved in sending catalogues. Since this kind of distribution appeared to him to have too little direction, he came up with a plan of his own for his first start-up: “I wanted to set up a



leaner company, optimize the sales process, and sketch a 'proof of concept' that I could implement with online sales of personalised lanyards under the claim 'Lanyardpeople'. That was in 2012, and it worked so well right off the bat that I could easily imagine trying it out with other products, too. After all, you can put a logo or advertising method on anything." So it was not long before the birth of the "all-branded idea" with which Arne Schubert started off as early as 2013.

ESTABLISHED

AS AN ONLINE SPECIALIST

At first, the young company had 5,000 items in its range and its philosophy of presenting original, creative, and trendy promotional products as an online specialist was so well received that the supply soon grew to 10,000 products. "Low-priced, fair, professional, convenient, innovative, and fast" were and still are the characteristics allbranded practices, which have increasingly been joined by the attribute "all-encompassing". Now the portfolio of the Hamburg-based company runs to around 60,000 customizable products from all areas of advertising specialties. In the process, they showed a good feel for innovations and trends, and convinced customers with a perfectly structure network of well-known suppliers. Custom-made products were made in select production plants in the Far East after being conceived and being conclusively released by customers. In addition, local agencies ensured targeted product sourcing. Of course, visiting the PSI was also obligatory for the allbranded product research and public relations. "As far as the choice of products is concerned, we select with a strict orientation to quality and also pay attention to adherence to all important international standards, guidelines and certifications," emphasizes Schubert.

RAPID GROWTH

"From the very beginning, we did business with a real start-up mentality," says Schubert, sketching the verve and positive energy of this thoroughly young team marked by the entrepreneurial spirit, which was



out to "make the topic of promotional products emotional, sexy, and accordingly take it online." With a lean concept and attractive offers, it quickly succeeded in gaining even big customers. "In early 2014, we managed to win over 330 investors for the allbranded idea by means of a crowdfunding campaign, so that we were able to invest a great deal more in our business model and position ourselves much more professionally," reports Schubert. Keywords were optimized on the web and thereby significantly enhancing allbranded's Google search volume. "So far, we have been able to at least double our sales each year," he adds, not without pride. In fact, allbranded has managed to take a respectable 25th place in the current growth ranking of "Gründerszene", the leading medium for start-ups, with its growth of 222 percent. This rapid expansion is also reflected in the number of employees. Where the first year saw only three, the allbranded team has since grown to fifteen following the financing round. These also include two trainees who could well be a foundation for adequate young talent.

RECOGNIZING THE POTENTIAL OF THE WEB

At allbranded, the potential of the Web was recognized. The fact that the young company has been able to trim the focus of the internet distribution channel to online or to seasonably "proselytize" (as Arne Schubert puts it), speaks in favour of this ap-

proach. Lucid, competent, visually appealing, and structured is how the allbranded website presented promotional products in the form of special brand worlds, also elucidating intently "the power of promotional products", describing all that promotional products can do, providing practical tips on suitable promotional products, and on various ways of customizing and their effect, on the right way to use advertising gifts and the specific advantages to using promotional products. With only a few clicks of the mouse, you can configure and order your products. In addition, individual, in-depth consulting from the allbranded team facilitates the search for exactly the right promotional product to effectively be incorporated into advertisers' marketing programmes.

WIDE SPECTRUM

OF DIFFERENT CUSTOMERS

"The spectrum of our customers ranges from small operations, like the corner butcher, to medium-size companies up to well-known players on the international markets. Yet we give every customer the same attention, trying to work up a concept optimally tailored to the respective advertising goal," explains Schubert. And in doing so, allbranded obviously gets convincing results. The likeable as well as dynamic Hamburg company has managed in only three years to establish and maintain a customer base of more than 2,000 satisfied corporate clients.

What was your first thought this morning?

Where is my sports bag? The morning walk to the gym is the perfect start to the day.

When is your day a good one?

When the turnover figures are good and all the employees go home happy.

What gets you in a good mood?

When I check our Google visibility each Sunday and see that we have overtaken some competitors again;-)

And what drives you crazy?

When I have to explain things twice because someone didn't take any notes.

What are you most likely to forgive yourself for?

For errors that happen when I give all I've got.

When do you lose track of time?

At work ... ;-) and when reading a good book.

If you were forced to take a four-week holiday, where would you go?

To Miami, or alternatively to Thailand.

What do you like spending your money on?

On holidays and good food.

Do you let yourself be seduced by advertisements?

Unfortunately, all too often ...

When is a promotional product a good promotional product?

Long life = lots of brand impressions.

What is the best promotional product you have ever received?

A powerbank that recharges my chronically weak iPhone battery ;-)

What do you find irritating in relation to promotional products?

If they give up the ghost after being used for the first time.



EXPANSION TO EUROPE

"With the growing success of the online concept in Germany, allbranded has taken up the cause of internationalization," says Arne Schubert. After precise market analyses, the allbranded troupe launched online shops in Austria and Switzerland in the second half of 2015 that "took off like a rocket". Now they are aiming at Europe. The kick-off for this is opening another shop for France in February 2016, for which a French-speaking country manager was specially hired. "We are now set up so that we can get a new shop on its feet within eight to ten weeks," says the managing director, and emphasizes the "low level of wastage" of inquiries and orders obtained on the Web. "We can track up to 99 percent of what happens, thus we can very efficiently use and control our budget. This is not necessarily true of analogue channels." Schubert is convinced that information gathering is going to shift increasingly to the digital track.

PIONEER OF NEW TECHNOLOGIES

As an interface between the world of objects and digital advertising, allbranded wants to continue developing "at all levels" and be a "pioneer of new technologies". Hence it has already set up a WhatsApp channel for close customer contacts and has recently been investing in the "augmented reality" project. Thus allbranded offers its customers a technology trend that enables "logos to be brought to life and 3D animation, text information, and graphics to be transported in real time to the smartphone or tablet of the viewer." Just as with QR code, animation, videos, or product information of the advertisers are linked to the respective logo in encoded form. "With the aid of augmented reality, promotional products can address even more of the senses and enhance their effect," explains Arne Schubert. "Anyone who wants to prevail against the competition in this world's constant flow of advertising has to show a great deal of creativity to reach their target group, involve it interactively, and stick in its memory for a long time. Promotional products are the most memorable advertising vehicles, and we want to start investing them with an extra portion of 'originality' or a creative 'fun factor' by means of animated logos. This will give rise to advertising that gets people curious and talking about it." We are also anxious to follow the further path of allbranded, which is sure to be able to develop much more potential with its mission "to draw attention to customers" and help them "to stand out from the crowd with new trends and products".

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