Gift giving has been a long tradition that dates back thousands of years as far back as man can remember. As human beings, we are social creatures who enjoy each other’s company and expressing our feelings through the giving of gifts. Whether it is an expression of true love, appreciation of a job well done or just to show our gratitude for having someone as a friend, the giving of gifts is engrained into our DNA.

The giving of gifts may be one of the oldest of human activities that pre-dates civilization and may go back to the origin of our species. Even in primitive cavemen culture, the giving of gifts was fairly common as it was used to show love and affection towards one another. The bestowing of gifts was also inferred as a status symbol when leaders of tribes or clans would show their appreciation for the contributions of those who were part of an important achievement. At Gifts Ready To Go, you will find many gifts ideas to help you find the perfect gift for any occasion and connect with people around you.

Whether it was an unusually shaped rock, a tooth from an animal, the bark from a tree or some other item that was natural in origin, the giving of gifts was certainly common behavior long before we became an advanced civilization. As tools were developed, the gifts started to become more elaborate, for example holes were drilled into animal teeth and stones so they could be displayed on necklaces and many other objects were fashioned as well.

Later during the Egyptian era, gifts were most notably given to their pharaohs who built massive pyramids to store their wealth for afterlife and produced idols to support their beliefs of idol worship. In Roman times people would present each other with good luck tokens, which lasted for centuries and later influenced all of Western civilization onwards. Such tokens of good luck were used as presents to carry favors and show allegiance, which is still the case today.

By the Medieval age, gifts were used to secure the personal favor of the king or show allegiance in times of war. Also, personal gifts of betrothals were given as dowries which ranged from coins to precious metals to a herd of cattle, goats or sheep. In many cultures, dowries and other similar expressions still exist today.

Today gift giving is still part of our everyday culture and defines who we are and the message we want to send with our gift. Gifts are given for all occasions and celebrations and are a means of us communicating with each other and expressing ourselves.

# A History of Corporate Gifts Giving

The Corporate Advertising & Premium Gifts industry in Singapore was first established in the mid-1950s. In those early days, the practice was initiated by larger, more established companies as a form of appreciation to loyal, faithful clients and customers. Gift giving was limited largely to diaries, note pads, pens, key chains and wines. Today, the range of corporate gifts in the gift giving market is limited only by one’s imagination. The uniqueness of individual corporate gifts is a likely measure of the degree of closeness of the client’s relationship with the sender.

What is Corporate Gifting?

Corporate gifting is the practice of creating a touchpoint with employees, clients, or prospects through the use of a gift -such as a practical swag piece, an edible treat, or personalized clothing item or an experience (such as airfare or concert tickets).

Why is Corporate Gifting Important?

Receiving a gift is a powerful experience; it creates a sense of connection to the giver and can create positive associations with a person or a brand. Companies and marketers have long relied on the power of gifting to secure better relationships with potential and existing clients, to show appreciation for their business When used as part of your overall marketing or employee retention efforts, gifting can be highly effective in terms of ROI and satisfaction.

The Psychology of Corporate Gifts

The effectiveness of gift-giving has a strong correlation to its psychological impact on the recipient. If you’ve ever gotten an unexpected surprise or treat (either in person or by direct mail) you’ve personally experienced this phenomenon in action. This is partly because physical contact with a gift results in the Endowment effect—a sense of ownership over an item which translates into an individual valuing it more highly, according to a study on the [effects of gifting on business outcomes](https://pubsonline.informs.org/doi/10.1287/mnsc.2018.3113). It also influences feelings of [reciprocity and trust](https://www.tandfonline.com/doi/abs/10.1080/21515581.2017.1286597?journalCode=rjtr20). This effect can be seen in the results of marketing and gift-giving in several common scenarios of corporate gifting.

#### **For Prospects**

Gifting can motivate those who are not yet your customers to become one. In fact, 80% of consumers say they are more likely to do business with a company if it offers personalized experiences, [according to Instapage](https://instapage.com/blog/personalized-marketing). Sending the right gift at the right time can be the motivator for prospects to take a desired action, such as completing a purchase, signing up for a service, or making a discovery call.

#### **For Clients**

Clients too can benefit from a well-timed gift. It can let them know their business is valued, encourage them to continue their service or become brand evangelists, and has the power to bring your company back to top-of-mind in cases where it’s been a while since the last interaction. According to a retail study, consumers with an emotional connection to a brand have a 306% higher lifetime value.

#### **For Employees**

Clients and prospects aren’t the only people businesses need to consider. In many cases, the key to great customer outcomes starts much closer to home. In fact, a study reports that [57% of people claim that receiving mail makes them feel more valued](https://www.mailmen.co.uk/sites/default/files/Private_Life_of_Mail_RESEARCH_BOOK_A4_ONLINE.pdf). This statistic relates to direct mail gifts; however, if you’ve ever been the recipient of some nicely-branded, high-quality apparel you know it can work for your staff as well.

These gifts, especially when they are of good quality and well-personalized, create a feeling of being valued by your employer and foster a sense of belonging and connection to the team. These feelings translate into the way employees go about their roles, and the quality of service they provide to external stakeholders, customers, and prospects.

**Personal Events:**New family member or personal milestone, completion of a certificate or degree program, new home, or other personal achievements.

**Company Events:**Years of service, milestone years, service level recognition, or the completion of industry-specific training programs that further their skills.

**Special Recognition:**Rewarding instances where an employee saved the day or went the extra mile to help a business goal or a colleague.

Harness the Power of Corporate Gifting

### Investing in promotional items and business promotional gifts is not only a matter of getting the attention of customers and business partners but investing in values and loyalty. Check our products and contact us, we will be happy to help you choose business gifts that will suitably differ according to the goal of business communication that you want to achieve.