

Your Company Anniversary Guide



The Book of **Possibilities** for
Your Year of **Opportunities**



YourCompanyAnniversary.com



Your company anniversary is more than a day to celebrate. This milestone provides an entire year of opportunities to engage your customers, clients, prospects, partners, and employees as you reflect on past accomplishments and reaffirm your commitment to the future.

Executing a comprehensive anniversary program will:

- **Generate new sales** and stimulate repeat business.
- **Boost employee morale** and performance.
- **Reinforce your credibility** with customers and affiliates.
- **Pump new life into existing products** and services.
- **Provide an ideal atmosphere** to launch a new product or service.
- **Distinguish your company** from your competition.
- **Foster goodwill** within your community.
- **Recognize your achievements** within your industry.
- **Encourage future success** for your company.

Visit  **YourCompanyAnniversary.com** to schedule a **free consultation**.

GS Marketing Group can help you kick-start a comprehensive anniversary program with our turnkey marketing packages. Below is a summary of the packages we offer. But, before you decide, we'd like to offer you some tips to get the creative juices flowing! **This guide is packed with ideas to get you started.**

Gold Package

- Custom Anniversary Logo
- Company Time Line
- Anniversary Press Release
- Anniversary Stationery
- Anniversary Cards
- Legacy Brochure
- Online Anniversary Banners
- Vinyl Anniversary Banner
- Anniversary Stickers
- Project Management

Silver Package

- Custom Anniversary Logo
- Company Time Line
- Anniversary Press Release
- Anniversary Stationery
- Anniversary Cards
- Project Management

Bronze Package

- Custom Anniversary Logo
- Company Time Line
- Anniversary Press Release
- Project Management

Add-Ons

- Online Anniversary Banners
- Digital Slide Show
- Retractable Anniversary Banners
- Vinyl Anniversary Banners
- Anniversary Posters
- Anniversary Display Print
- Anniversary Floor Decals
- Anniversary Wall Logo
- Anniversary Notepads
- Anniversary Coffee Mugs
- Anniversary Coasters
- Anniversary Buttons
- Legacy Brochures
- Anniversary Stationery
- Anniversary Cards
- Envelope Inserts
- Anniversary Stickers



For details on our packages and add-on options, visit YourCompanyAnniversary.com

Packages and add-ons are subject to change. For the most current information, visit the website.

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Ensure success for your company anniversary by including employees in the planning, execution, and celebration of this special milestone. Not only will motivated employees serve as *anniversary ambassadors*, but the boost in morale also will improve performance across the board. **Some fun and productive ways to motivate employees include:**



- **Organize an inclusive committee to brainstorm** ideas and implement tasks. Create a suggestion box. Launch an anniversary slogan contest.
- **Host an employee family day**, picnic, or party—complete with food, games, and company tours. Don't forget to send out a press release and invite the local media to attend.
- **Recognize current and retired employees** throughout the year in various ways such as an awards ceremony, a special luncheon, or in the employee newsletter. Reward individuals with a day off, casual dress day, or a special gift that commemorates the company anniversary.
- **Create a time capsule.** Current employees will enjoy sharing stories, giving advice, and contributing photos for future employees to reflect on. Consider hosting a special luncheon to seal the time capsule.
- **Sponsor an employee community service project** to commemorate the company anniversary. Employees will feel good about planting trees, cleaning up a public park, or serving at the local soup kitchen. Give participants a T-shirt that recognizes their service and commemorates the company anniversary.
- **Celebrate your company anniversary day** with cake and a gift for all employees.

Your company anniversary provides numerous opportunities to connect with customers in new and exciting ways. Go beyond simply announcing the milestone. Express your gratitude by thanking customers for their support and inviting them to celebrate with you. **Some actionable ways to connect with customers include:**

- **Launch a social media campaign** to connect with customers. For example, create an anniversary hashtag and invite customers to share their favorite memories with your company.
- **Mail handwritten “thank you” cards** to customers, clients, and business partners who have helped make your business a success. Custom cards featuring artwork that commemorates your anniversary can be designed for a nominal fee.
- **Establish an exclusive club** that acknowledges the long-term support of special affiliates. Names can be featured in a commemorative booklet, on a plaque or poster in your lobby, and on your website. Consider mailing club members a certificate and inviting them to a special event in their honor.
- **Create an online guest book** that allows visitors to send their congratulations and share their experiences with your company. Give all contributors a commemorative anniversary gift. As a bonus, these testimonials can be used in future marketing materials.
- **Invite customers to vote on a charity to support** and designate a donation amount based on one of your company’s fiscal achievements. Your customers will feel valued and positively engaged, strengthening your relationship.
- **Offer a free webinar** that provides valuable content regarding a topic in your industry. You can schedule several sessions of the webinar throughout your company anniversary year to accommodate many clients and keep the celebratory momentum going.
- **Develop an annual calendar of special sales** or promotions tied to your company anniversary. Rather than create one large event, schedule several smaller sales throughout the year. This will provide more opportunities to engage with your customers.



Your company anniversary provides the perfect opportunity to foster goodwill within your community. Giving back to the community that has contributed to your prosperity does more than promote good feelings. It can raise awareness of your past successes and communicate your commitment to the future. **Some ways to impact your community include:**



- **Sponsor an event that aligns with your company's mission** and customers' interests. For example, a sporting equipment retailer might sponsor an event at a local health club that benefits disadvantaged youth. An art supply manufacturer could sponsor a color run that benefits the local public school district.
- **Make a donation to a local non-profit** that ties in with your company anniversary. For example, a computer supply company might donate ten computers on their tenth anniversary to a library or other public resource center.
- **Support education in your community.** Host a discussion at a community college. Set up a scholarship. Purchase an ad in the high school yearbook. Allow a student club to have a car wash in your company parking lot.
- **Host a community day to celebrate** your company anniversary, complete with food, games, company tours, and a silent auction with proceeds benefiting a local non-profit.
- **Help the environment.** Organize a group of employee volunteers to plant trees, adopt a highway, clean up a local park, or host a table at a local environmental awareness event.

When announcing your company anniversary, it is important to craft your message in a way that makes your audience take notice. Through planning, creative copy writing, and powerful visuals, you can give your company anniversary the attention it deserves.

Some tips for crafting your message include:

- **Gather content in advance.** Dig out old photos, marketing materials, newspaper clippings, newsletters, awards, and other materials so you have content to pull from. Ask customers, clients, business partners, and employees to share their stories.
- **Strengthen your press releases** by connecting your company anniversary with other relevant company or industry news. For example, a headline might read, “Gizmos Galore Releases New Gadget as it Celebrates 30 Years.” Or, “Twenty Years Equals Two Decades of Growth for Lumberjack Builders.”
- **Generate attention with a unique anniversary!** Don’t limit your celebrations to anniversaries that end in a “0” or a “5” digit. For example, a golf equipment retailer might decide their 18th anniversary is significant. A bakery could celebrate every twelve years, proclaiming, “We’ve added another dozen!” All years that end in a seven are milestones for *Seventeen Magazine*.
- **Align your company anniversary with a new goal or initiative.** Always keep in mind that this milestone is as much about where you are going as where you have been.
- **Consider updating your corporate logo and branding strategy.** An anniversary is an ideal time to refresh your company’s presentation as it visually communicates your commitment to the future.
- **Organize or outsource a professional marketing team** to craft, unify, and circulate your message. Some roles to fill include copywriters, graphic designers, photographers, and event planners. After all, how you present your message communicates as much about your company as the message itself.



Perhaps the most exciting part about planning your company anniversary is deciding how you will spread the word. We suggest making a comprehensive list of all ideas, prioritizing each, sourcing production, and getting cost estimates. This will allow you to make informed decisions when planning your anniversary program. **Some ideas to get you started include:**



- **Consider all current communication outlets** you have with your audience and decide how you will include your anniversary messaging in each. Some items to consider include:
 - Press Releases
 - Websites
 - Online Stores
 - Social Media
 - Email Marketing
 - Catalogs
 - Sales Sheets
 - Brochures
 - Print Advertising
 - Online Advertising
 - Corporate Lobby
 - Retail Outlets
 - Direct Mail
 - Letterhead
 - Envelopes
 - Invoices
 - Email Footers
 - Phone Hold Script
- **Create a custom anniversary logo and tag line** that you can use on all company communications to draw attention to your milestone.
- **Create a legacy piece**, such as a brochure or flyer, that can be distributed easily at trade shows, anniversary events, and in outgoing mail.
- **Produce a video that tells your company story.** In addition to communicating your company history, the video can highlight corporate values, memorable achievements, special events, employee testimonials, and anything that makes your business unique.
- **Display a printed banner** on the interior and exterior of brick-and-mortar buildings. Display an electronic banner on websites, email promotions, blogs, and social media pages.
- **Design an infographic time line** to quickly communicate your company's longevity, important milestones, achievements, and even projected growth. The time line can focus on events, products, services, or a mixture of all.
- **Display an electronic slide show** of pictures taken throughout the history of your company on your website, in your lobby, at trade shows, and during events that celebrate your company anniversary.



- **Organize a social media schedule** to announce all company anniversary related endeavors.
- **Invite the media to attend special events** and celebrations when you send out a press release.
- **Give each employee a brightly colored T-shirt** that commemorates your company anniversary to wear at scheduled events.
- **Update employee email signatures** with your company anniversary logo and a link to a special anniversary landing page on your website.
- **Stock up on gifts** that commemorate your company anniversary. A lightweight gift like a drawstring bag, sports bottle, or lanyard imprinted with your anniversary logo is ideal for trade shows. Employees will appreciate something more substantial, like an embroidered fleece or backpack. A leather portfolio or messenger bag embossed with your anniversary logo is a great way to thank special business affiliates for their support.
- **Get creative!** Think of fun, new ways to spread the word. For example, when American Coney Island celebrated its 95th Anniversary, it teamed with a local radio station to drop 955 frankfurters onto a soccer field. After an ensuing hot dog gathering contest, the frankfurters were distributed to grateful pups at a local canine rescue.



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Ensure your company anniversary program is a success by planning ahead. We recommend that you begin planning twelve months before the year of your company anniversary. That way, when your anniversary arrives, you can focus on rolling out the program, tending to last-minute details, and celebrating. **This sample time line will help you get started.**



Phase I: Planning

12 months before the year of your anniversary

- Organize planning committee.
- Determine your budget.
- Decide on anniversary-specific activities to host.*
- Decide on commemorative gifts for employees and customers.
- Decide on anniversary-specific marketing materials to develop.**
- Gather content for developing anniversary-specific marketing materials.
- Determine how to incorporate anniversary branding into existing collateral.***
- Assign projects to individuals, departments, or committees.
- Determine if outsourcing is needed for any project.
- Get quotes for all work and materials, to stay within your budget.
- Develop concepts of anniversary logo and tag line.

Phase II: Development

9 months before the year of your anniversary

- Finalize anniversary logo and tag line.
- Develop anniversary-specific marketing materials.**
- Develop detailed activity and marketing calendar for Phase IV—Roll Out.

Phase III: Implementation

4 months before the year of your anniversary

- Incorporate anniversary branding into existing collateral.***
- Order commemorative gifts for employees and customers.
- Distribute anniversary-specific marketing materials internally, as needed.
- Order non-perishable items needed for anniversary-specific activities.
- Settle any outstanding balances with suppliers and contractors.



Short on Time?

Don't Fret! The process can be expedited to accommodate the time you have available. Visit YourCompanyAnniversary.com to schedule a free consultation.

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Phase I: Planning			Phase II: Development					Phase III: Implementation			



Phase IV: Roll Out

The year of your company anniversary

- Make any needed adjustments to activity and marketing calendar.
- Order any perishable items or last-minute supplies as activities approach.
- Add any finishing touches, such as adding anniversary logo to email signatures and updating phone hold script.
- Execute anniversary-specific marketing campaigns and activities.
- Use anniversary branded collateral in all communications.
- Enjoy your company anniversary!

***Anniversary-specific activities may include:** events, sales, promotions, contests, sponsorships, and donations.

****Anniversary-specific marketing materials may include:** press releases, company time line, video, legacy brochure, website landing page, event invitations, banners, thank you cards, photo slide show, direct mail, email campaigns, print ads, and online ads.



*****Existing collateral may include:** website, social media, newsletters, catalogs, sales sheets, brochures, stationery, print ads, online ads, and invoices.

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
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Phase IV: Roll Out

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Established in 1987, GS Marketing Group is an integrated marketing agency in Kenosha, WI. An experienced, in-house staff helps clients in a range of industries design, develop, and deploy marketing initiatives. We've taken that broad experience and honed it to create turnkey marketing packages to help you launch a successful company anniversary program.



“Matthews Paint has been working closely with GS Marketing Group since 2007. For our company's 80th anniversary, they helped us develop a year-long program that included a custom logo, ad campaign, press release, banners, stationery, and various commemorative gifts including coffee mugs, mouse pads, note pads, and trade show bags. **The anniversary was a huge success and I highly recommend their services.**”

Jan Scheske
Manager, Marketing & Customer Service, Matthews Paint



“Our 25th Anniversary was a great success thanks to the team at GS Marketing. From our anniversary logo, online and print pieces to our trade show banners, they really gave us a professional and well thought out anniversary campaign. **I would definitely recommend them to any company looking to promote this important milestone in their company's history.**”

Jan Polka
President, RealWheels Corporation



Mengo Industries created the DOTLINE brand—a leader in quality marine and tackle accessories. For their 30th Anniversary GS Marketing designed a custom logo that was used on stationery, banners, coffee mugs and other promotional materials. The logo was also featured on the cover of their catalog which also included a company timeline, highlighting significant dates in the company history. **The anniversary campaign was very well-received by customers, employees, and suppliers.**



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5900 77th Street • Kenosha, WI 53142 • 800-859-3970 • GSMarketingGroup.com

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