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your way of living

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BRAND POWER©: A UNIQUE EVENT IN ITALY DEDICATED TO REWARD IS BORN AT MILAN HOME

Promotions, loyalty, incentives and corporate gifts:

- *Promotions are now the most profitable channel for brands*
- *Consumers only want to be rewarded with products from brands whose value they recognise, so there is no promotional and loyalty initiative that does not use big brands for prizes*
- *The new project has been created by Milano Home in cooperation with Promotion Magazine to create synergies between brands, retail chains, and communication agencies*
- *Brand Power© takes place at Milano Home, the trade fair dedicated to the home decor sector, scheduled at fieramilano (Rho) from 11 to 14 January 2024.*

*Milan, 07 September 2023. Promotions, loyalty, incentives and corporate gifts: In Italy alone, the promotional sector is worth **five billion euros, three of which generated by the large-scale retail trade sector**. Based on reward systems, the promotional and loyalty programmes - **expected to grow further in the coming years** - offer prizes that reward consumers' loyalty to a brand, a retail brand, or an on/offline retail chain. This is an actual sales channel for well-known brands, especially those in the household goods and textile sectors.*

It is precisely on this aspect that **the new Brand Power© project is based**.

Created by Milano Home, in collaboration with Promotion Magazine, Brand Power© features a series of networking activities and talks to connect brands with the promotional world. **A dedicated area and a specific meeting programme will be held on 11 and 12 January inside the pavilions of the Milano Home exhibition**, the trade fair dedicated to the world of *home decor*, to encourage synergies between brands, distribution chains, communication agencies and bring together supply (brands) and demand (first and foremost large-scale distribution chains that incentivise customer loyalty with point collections, but also energy companies, telcos, pharmacies, large specialised stores and more).

This is a unique event in Italy, designed to bring together suppliers of individual products and entire collections that are most frequently preferred as gifts or prizes in promotional, loyalty, incentive and corporate gifting programmes: housewares, tableware, home textiles, furnishing accessories and home decor,



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indoor and outdoor leisure items, gardening, environment and pet items, wearables and personal accessories.

Over the years, loyalty programmes have become the answer to an increasingly competitive market as an **important tool for attracting and engaging, not only the end consumer, but also partners in the trade chain**. The parties in the distribution chain play a significant role in the positioning of products on the market and can be key in achieving business results and objectives. Today, it is crucial for companies to boost their approach to the supply chain by building loyalty programmes for partners or joining the programmes of large-scale retailers. These programmes build value relationships, keep the attention of the supply chain high and offer a direct channel of communication to interact with partners, incentivising them to promote certain products over competitors.

The significant business growth for those brands that can become rewards in loyalty and impulse buying programmes makes an in-depth study of these aspects essential.

With Brand Power©, retail and DO parties will learn about new strategies to be implemented through branded products for inclusion in incentive plans, corporate gifts, and public relations activities.

MILANO HOME is the new trade fair project dedicated to furnishing accessories that was born from the partnership between Fiera Milano and Ge.fi. An event that rewards research and product innovation, enhancing the skills and background of the exhibitors: from the smallest companies to sector leaders to offer a proposal that encompasses quality, unique and original products for customers in search of items that can interpret the multiple identities of customers, accommodate changes, and express new meanings

<https://www.milanohome.com/>