Christmas Promotional Gifts

Year 2024

PRESENTED BY AXXEL MARKETING PTE LTD

AXXEL MARKETING®

Axxel Marketing is a leading corporate gifts and premium supplier that spans a regional presence with over 3,000 clients and more than 150 employees.

Driven by passion and commitment to serve from the heart, we believe in going the extra mile to provide a professional service alongside our quality gift products. In the pursuit of creating this experience, we have dedicated ourselves to enhancing Axxel Marketing's value added services.

12
printing methods

20+
years in the industry

150+
internal employess

3000+
regional customers

2000+
product SKUs



Projects Fulfilment Coverage

We have been fulfilling orders within the Asia-Pacific region and beyond since 2018.

We have the capability to store and distribute to regional locations.
Many of our existing clients, including Levi's, Bosch, Diebold & Nixford, have benefitted from our regional fulfilment capability.

HOW CAN AXXEL MEETS YOUR CAMPAIGN GOALS FASTER & BETTER

INVENTORY MANAGEMENT
We offer inventory management services with warehousing systems to alart clients when needed for restock. We also offer temporary or long-term storage of clients' consigned inventory.

QUALITY CONTROL
Professional in-house QC team apply international AQL standards when inspecting our products.

BRANDED PRODUCTS
We have established partnerships with global brands, some exclusively offering our customers with premium options.

BRAND-ON PRODUCTS
We keep an extensive inventory of generic products, along with our in-house printing services, to meet customers' urgent merch requirements.

CREATIVE DESIGN
Creative in house designers are our ideation factory who apply innovative designs to the products that enhance your brand.

LICENSED PRODUCTS
With experience in applying licensed brands to products, we can integrate licensor royalty agreements, create designs that meet licensors' guidelines and source for approved suppliers to manufacture.

INDUSTRY CHALLENGES

CHANGE OF CONSUMER BUYING BEHAVIOR

Lesser visits to physical stores, and this is more evident in Post-Covid conditions.
Consumers values more on the Functionality & Origin of the product compared to Price & Brand.
Consumers tend to buy in bulk and have items delivered to their homes.

GROWTH OF E-COMMERCE

Consumers are more Digitally savvy.
Demographics of digital users changes significantly especially with Govt funding support.
As E-Commerce penetrates FMCG, It intensifies strong competitions which means businesses have to adopt a more omni-channel approach.

SUBSTAINABILITY MINDSET

Consumers are becoming more aware and interested in how sustainability relates to products across the whole supply chain.
From the sourcing of ingredients to the packaging, consumers are influenced by green, environmental factors as well as the concept of responsibility and accountability.

GROWTH OF GIFT WITH EXPERIENCE

As consumers value intangible experiences over tangible products, FMCG brands need to find ways to make their products more interactive.
Create experiences which are centred around your products. For e.g. Coca cola made their products more interactive by customising the can with the consumers' name.

Solution : Promotional Merch



80%

of shoppers are value-seeking and considered promotion sensitive



FREE GIFT

Consumers ‘perception of receiving a free product is higher than receiving a discount



90%

Of consumers are more likely to remain loyal to brand that offers a gift with purchase



65%

Of premium gift receivers are more likely to refer a brand to friends and family



54%

Of online retailers experienced increase sales figures with GWP/PWP

Solution : Redeemable Merch



ONLINE REDEMPTION

As Consumers are switching over to online purchase processes, in-store redemption is not an accessible or preferred options for such instance. Make redemption available online to see a greater ROI in your campaigns.



UP-TO-DATE REDEEMABLE ITEMS

Use data from your clients' past redemption patterns to understand their tastes and preferences, so you can refresh your offerings accordingly.



IMMEDIATE GRATIFICATION

Provide instant cash rebate & loyalty points at the moment your client makes a transaction

Christmas GWP



A Christmas season GWP campaign is a promotional strategy often employed by businesses during the holiday season to encourage customers to make purchases. This approach not only boosts sales but also enhances the overall shopping experience for customers, making it a win-win situation for both businesses and shoppers.









MAKE YOUR X'MAS CAMPAIGN STAND OUT WITH LICENSED MATERIAL

Quality licensed products are a great marketing tool to further reach for the licensor while you are afforded instant recognition by gaining the interests of fans of the licensed characters. Most importantly, for the licensee, the right licensed material can lend an otherwise seemingly generic product a premium image and bring you brand credibility.



Disney MICKEY MOUSE & Friends



Disney FROZEN



Disney PRINCESS



Disney Winnie the Pooh



PIXAR



MARVEL



STAR WARS



LINE FRIENDS



BT21



ILLUMINATION PRESENTS minions



JURASSIC WORLD



DREAMWORKS KOU KOU.



HELLO KITTY



My Melody

OUR LICENSE PARTNERS



LittleTwinStars



gudetama



Rilakkuma™



JUSTICE LEAGUE OF AMERICA



JUSTICE LEAGUE



We BARE BEARS



baby



My Little Pony Movie



TRANSFORMERS



MONOPOLY



DORAEMON



Pokémon



snoopy



pinkfong

OUR LICENSE PARTNERS

Pillow & Blanket Set



© Axxel Marketing Pte Ltd. All designs are subjected to licensor's approval

Ceramic Bowl Set



© Axxel Marketing Pte Ltd. All designs are subjected to licensor's approval

Tea Mug Set



© Axxel Marketing Pte Ltd. All designs are subjected to licensor's approval

Bowl with Spoon



© Axxel Marketing Pte Ltd. All designs are subjected to licensor's approval

Face Towel Set



© Axxel Marketing Pte Ltd. All designs are subjected to licensor's approval



Mug

© Axxel Marketing Pte Ltd. All designs are subjected to licensor’s approval



Ceramic Pot

© Axxel Marketing Pte Ltd. All designs are subjected to licensor’s approval



Baking Tray

© Axxel Marketing Pte Ltd. All designs are subjected to licensor’s approval



Plate Set

© Axxel Marketing Pte Ltd. All designs are subjected to licensor’s approval



Spatula

© Axxel Marketing Pte Ltd. All designs are subjected to licensor’s approval



Tote Bag

© Axxel Marketing Pte Ltd. All designs are subjected to licensor’s approval



Cooking Glove Set

© Axxel Marketing Pte Ltd. All designs are subjected to licensor’s approval



Winter Holiday



Sport Towel

100% cotton towel
Full colour printing 1 side

© Axxel Marketing Pte Ltd. All designs are subjected to licensor's approval



Canvas Tote Bag

With magnet button
Full colour printing on 2 side of bag



© Axxel Marketing Pte Ltd. All designs are subjected to licensor's approval





Canvas Tote Bag

With magnet button
Full colour printing on 2 side of bag

© Axxel Marketing Pte Ltd. All designs are subjected to licensor's approval

Lap Desk

Designer fabric cushion and wood-inspired surface will complement any décor



© Axxel Marketing Pte Ltd. All designs are subjected to licensor’s approval

Aluminium Bottle

With carabineer hook
With colour box packaging





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PP Water Bottle

600ML Capacity

Full colour printing With colour box packaging

© Axxel Marketing Pte Ltd. All designs are subjected to licensor's approval

Water Bottle With Juice Squeezer

Capacity: 750ml
Full colour printing with colour box packaging





Stainless Steel Food Jar

Capacity: 400ml
Full colour printing
Food grade compliancestesting included

© Axxel Marketing Pte Ltd. All designs are subjected to licensor's approval

Pillow With Hand Warmer

Full colour printing with hole at the side
for insect your hand





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Other Customised Gift Ideas









CUSTOMIZED PILLOW









TEA POT SET & GLASSES









MUSIC BOX


MERRY
CHRISTMAS




MERRY
CHRISTMAS
MERRY
CHRISTMAS
CHRISTMAS


Merry
Christmas
& HAPPY NEW YEAR

CERAMIC MUG









CERAMIC MUG






TABLEWARE SET









TABLEMAT & KITCHEN ACCESSORIES







BEDROOM SLIPPER & FLOOR MAT

Our Past Christmas License Campaigns

HAPPY HOLIDAYS CHRISTMAS

Kleenex MY Campaign - **Disney 100 Happy Face**

Campaign Gift with Purchase

Client Kimberly-Clark MY

License Partner Disney 100

Product Launch 2023



DISNEY 100 MY

Pavilion KL MY Campaign - **Disney 100**

PAVILION
KUALA LUMPUR

Campaign Gift with Purchase

Client Pavilion Kuala Lumpur MY

License Partner Disney 100

Product Launch November 2022

Banking Partner:

Maybank



FROM OUR FAMILY TO YOURS

Pavilion Bukit Jalil MY Campaign - **Disney & Marvel**

PAVILION
BUKIT JALIL

Campaign Gift with Purchase

Client Pavilion Bukit Jalil MY

License Partner Disney & Marvel

Product Launch November 2022





FROM OUR FAMILY TO YOURS

Jaya Grocer X Grab MY Campaign - **Disney & Marvel**

Campaign Purchase with Purchase

Client Jaya Grocer X Grab MY

License Partner Disney & Marvel

Product Launch November 2022





HAPPY HOLIDAYS CHRISTMAS

Unilever MY Campaign - **Line Friends**

Campaign Gift with Purchase

Client Unilever MY

License Partner Line Friends

Product Launch December 2022



TOKIDOKI SNOW HOLIDAY

Changi Airport Christmas SG Campaign - **Tokidoki**

CHANGI
airport group

Campaign Purchase with Purchase

Client Changi Airport Group SG

License Partner Tokidoki

Product Launch November 2019





A STARRY CHRISTMAS

Pavillion KL MY Campaign - **Starwars**

PAVILION
KUALA LUMPUR

Campaign Gift with Purchase

Client Pavilion Kuala Lumpur MY

License Partner Disney Starwars

Product Launch December 2019

Banking Partner:

Maybank



Unilever

HAPPY MERRY CHRISTMAS

Campaign	: Gift with Purchase
Client	: Unilever
License Partner	: Line Friends
Product Launch	: December 2021



Unilever

HAPPY MERRY CHRISTMAS

Campaign	: Gift with Purchase
Client	: Unilever
License Partner	: Line Friends
Product Launch	: December 2021



THE PROSPEROUS REUNION

Pavillion KL CNY Campaign - Disney

PAVILION
KUALA LUMPUR



Campaign Gift with Purchase

Client Pavilion Kuala Lumpur Malaysia

License Partner Disney Mickey

Product Launch November 2019

Banking Partner:

Maybank

Feeling Inspired?

Contact us today with your requirements and
we can help bring your ideas to life!

