

Corporate Gifts: A Small Boost For the Economy Post-COVID?

Corporate gifting has always been a fantastic way for businesses to stay in touch and thank suppliers, customers or clients, as well as showing their appreciation for their employees. In this article, we look at whether corporate gifts will become more in demand post-COVID and the impact the global pandemic has had on corporate gifting practices.

What Is A Corporate Gift?

A corporate gift is a gift given by a business usually as a thank you to a client, an employee or a business partner. They can also be used to assist with new business as an introduction, or as part of a marketing or branding strategy. Corporate gifts are also often given to employees as a reward for hitting targets, to celebrate a special occasion, or just as a gesture to show appreciation. Gifts can include a variety of delightful items and can be put together to accommodate an array of budgets, from fragrances and gifts for the home to a pamper set; there really is no limit to what can be created to suit the message the business is trying to portray. Gifts also can be designed for one individual or to be shared amongst a team or family, depending on what is most appropriate.

What Message Can A Corporate Gift Send?

Corporate gifts can help to build stronger relationships with clients. For example, many businesses choose to send gifts to their clients at Christmas to thank them for their continued business and support. These may contain seasonal treats for people to enjoy as they wind down for the festive break. Gifts can also be a thoughtful touch to mark a special occasion, for example, a birthday, wedding or birth of a child or alternatively as a good luck or get well soon gesture for people who are taking exams or off work due to illness. Another message a gift can send is appreciation. If an employee has done something special, or a team have worked particularly hard to achieve an outstanding result, a gift can be a lovely way to recognise that good work and keep a team motivated. Gifts can be personalised or tailored to mark the specific event they are being targeted for, to ensure they have the most impact.

How Has COVID-19 Impacted Corporate Gifting Practices?

With so many people now working from home due to the current global pandemic, and with this looking to continue as we enter into 2021, corporate gifting has become more challenging, especially when looking to gift clients and business partners outside of your organisation. Whereas previously, gifts could be sent to an office address which would always be manned during office hours, for safe delivery and assurance that the correct person would receive it, now, with many not going into their regular workplace, it can be more difficult to ensure a gift will reach its intended recipient at the right place and in a timely manner.

However, sending internal organisational corporate gifts is easier, as companies will have all employees' home addresses. And some businesses have therefore chosen to recognise their staff with corporate care packages during the lockdown, as a thank you for adapting their working styles, or to boost morale during the challenging time. Some have opted to gift employees a selection of luxury toiletries, relaxation sets or plush pampering kits to help them wind down during this stressful time.

Are We Likely To See A Flurry Of Corporate Gifts Sent Post-COVID?

Post-COVID, as businesses recover from a very challenging time, business leaders will be keen to show appreciation to all of the stakeholders that helped keep their business afloat during such a difficult period. And this may include gestures like sending [corporate gifts](#). Sending a gift is a thoughtful way to show your stakeholders you appreciate them, as each gift can be tailored depending on the person set to receive it. It may also be used as a marketing tool, to help businesses stay top of mind for important clients. And, as people return to their usual workplaces, the practice of giving and receiving corporate gifts will become easier and likely more popular once again.

About the Author

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