



When is a coffee mug

more than a coffee mug?

# Over 100 Promotional Uses for a Coffee Mug

People love coffee. The popularity of coffee is at an all-time high. There is a coffee shop on just about every street corner. The vast majority of restaurants, even fast-food, offer a selection of “gourmet” coffee beverages. People are drinking more coffee than ever before.

Think about it. Because most coffee drinkers prefer their coffee hot, it is served in a ceramic mug. Hot coffee is consumed slowly. A “coffee break” is synonymous with taking time to stop and think, to review, to contemplate.

This presents a great promotional opportunity. If an advertising or promotional message is imprinted on the coffee mug, it receives prolonged attention from the person holding it. This gives the person time to consider the offer or message imprinted on the mug, and to act upon it.

A coffee mug is not just for drinking coffee. It can have many other uses and co-purposes. A ceramic coffee mug is heavy. It has permanence – staying power. A coffee mug’s lifespan can most often be measured in years. Even the fact that it can be broken (with sufficient force) demands that it be handled with a certain amount of care and regard.

A coffee mug has intrinsic value. It is not thrown away or discarded. The imprint on the mug can have an impact on how and where and for what purpose it is used. The coffee mug, with its imprinted message, is often given a place of prominence. It is put on display for all to see.

So, considering the powerful and persuasive attributes of the not-so-lowly coffee mug, we offer the following list of over 100 promotional uses:

1. Reusable packaging for any product that will fit inside (reuse as a coffee mug or desk caddy).
2. A memo (imprinted with important company dates, announcements, etc.).
3. A shirt box (stuff with an imprinted T-shirt), or "Shirt in a Cup."
4. A computer disk case (insert a mini-CD or DVD, or shrink-wrap to the bottom).
5. A planter (put a layer of small rock or gravel in the bottom first for drainage).
6. A candle (we have these available in a wide selection of scents).
7. A calendar (imprinted with a calendar on one side, company message on the other).
8. A desk caddy (fill with imprinted pens, pencils, small ruler, letter opener, etc.).
9. A candy dispenser (fill with candy. . . duh!).
10. A unique invitation (imprinted with invitation on side – another twist: require that they bring the invitation with them to the event).
11. A presentation container (insert client's product).
12. An award (imprinted with achievement – perhaps a gold metallic imprint).
13. An enhancer (adds perceived value to whatever you put inside).
14. A thank-you gift (wrap in cellophane and cinch with a ribbon at the top).
15. A tool box (insert mini-screwdrivers, mini-flashlight, tape measure, etc.).
16. A first-aid kit (insert bandages, headache medicine, etc.).
17. A hangover kit (insert headache medicine, ear plugs, phone number for AA, etc.).
18. A watch case (insert imprinted wristwatch).
19. A coaster set (insert cork or disposable coasters).
20. A cold-recovery kit, AKA "get yourself back to work" kit (imprinted with good wishes, fill with chicken soup mix, a thermometer, cold medicine, etc.).
21. A wedding favor (imprinted with wedding info, filled with birdseed to send off the bridal couple).
22. A business card (imprinted with your business card on side -- sure to be remembered).
23. A sewing kit (insert sewing supplies).
24. A coin catcher (insert coin rollers -- great alternative to the old piggy bank).
25. A holiday greeting card (imprinted with your sentiment of choice).
26. A frequent shopper card (imprinted with offer on side, redeemed with every visit - a funny twist: "refills free with coffee purchase").
27. A commemorative souvenir (imprinted with event info or picture).
28. A fundraiser (imprinted with worthy cause info – sell it to raise money).
29. A premium (insert product or attach to product as an added premium with purchase).
30. A hardware storage container (nuts/bolts).
31. A sugar packet dispenser (where else, but next to the coffee maker).
32. A soup bowl (insert cup-o-soup packet and spoon).
33. A political statement (imprinted with candidate's photo and info).
34. A history lesson (imprinted with historical dates/info).
35. A recipe card (imprinted with recipe – a great for a unique restaurant).
36. A picket sign (imprinted with union message, etc.).
37. An anti-smoking aid (imprinted with Surgeon General warnings).
38. A paper clip dispenser (we can provide unique paper clips shaped like dollar-signs, houses, etc.).

39. A reminder (ie: "Change your smoke detector battery when Daylight Savings Time changes.").
40. A company brochure (imprinted with company info, mission statement, etc.).
41. A map (imprinted with a map on it).
42. A mini-blueprint (imprinted with floor plan - what a great idea for a home builder!).
43. A written guarantee (no fine print here - "We're proud to display our guarantee").
44. A "warm fuzzy" (insert hot chocolate packet).
45. A motivator (imprinted with compliment such as "Top Achiever").
46. A safety program reinforcement (imprinted with safety protocols).
47. An instruction manual (no excuse for not following instructions).
48. A scavenger hunt game (imprinted with a list of items to find).
49. An operation manual (can be fun or serious).
50. A company policy manual (excellent – continuous reinforcement).
51. A prize (imprinted with illustration of game, such as a basketball going into the hoop "Score!").
52. A clue (imprint on bottom of mug).
53. A token (imprint: "Return for \_\_\_\_\_").
54. A checklist (imprinted with checklist).
55. An announcement (imprinted with announcement of achieved goal, expansion, etc.).
56. An exclusive pass (only those bearing this mug can gain entry into the elite section).
57. An inspiration (imprinted with a scripture or inspirational quote).
58. An agenda ("These are the items we need to discuss in this meeting.").
59. An old-style shaving mug (insert bar of soap and brush).
60. A status symbol (given in exchange for major purchase or contribution).
61. A desktop basketball goal (available with a cardboard backboard - another imprint area!).
62. A dessert dish (order this dessert at restaurant – customer gets to keep the mug!).
63. A delineator (decaf drinkers get green mug, those drinking regular get the red mug).
64. A business card dispenser.
65. A "share a penny" container (next to the cash register).
66. A toothpick dispenser.
67. A tip collector.
68. A billboard (imprinted with a dozen or more small block advertisements – use at local restaurants).
69. A barbeque kit (insert basting brush, combine with sauce).
70. A theft deterrent device (imprint: "This mug stolen from \_\_\_\_\_").
71. A membership card (coffee club, suggestion: change mug color each year).
72. A name badge (personalized imprint).
73. A cheat sheet (imprinted with math formulas).
74. A phone book (imprinted with list of important company phone numbers and/or extensions).
75. A soap dish (insert a bar of soap).
76. A written warranty (this one will not be lost or misplaced).
77. A measuring cup (imprint with scale on inside or outside).
78. An initiator (imprint with "step one, step two, etc.").
79. A conversation-starter (imprinted with opening line: "What's your name and what do you do?").
80. A memorization aid (imprinted with items to memorize).
81. A translator (imprinted with common expressions in another language).
82. A paint can (the handle makes it easy to hold for touch-up work).
83. A play book (imprinted with football plays) Perfect for those who "eat, sleep and drink football!"
84. An excuse eliminator (imprinted with a "round tuit").
85. A feng shui garden (filled with sand, pebbles and a tiny rake).
86. A computer aid (imprinted with list of computer shortcuts for a particular program).

87. A fire safety map (imprinted with floor plan showing fire exits).
88. An in/out sign for the desk (“I’ll be back in a moment” on one side, & “Out to lunch” on the other).
89. A marker board (insert dry erase marker and eraser - works great on a plain white coffee mug!).
90. A weight-loss aid (imprint: how many minutes of exercise it takes to burn off a Twinkie, etc.).
91. An awareness tool (imprinted with important statistics, etc.).
92. A how-to guide (imprinted with instructions, diagrams, etc.).
93. A work of art (the imprint area is your canvas, let your creativity soar!).
94. A schedule (sport games, etc.).
95. A menu (imprint with restaurant menu, kid's menu, senior's menu, breakfast menu, etc.).
96. A holder for make up brushes or make up pencils.
97. A cookie cutter.
98. A picture frame (imprinted with full-color photo).
99. A cupcake holder/server (take note: do not mugs place mugs in oven – it can damage the imprint).
100. Your friend. . . someone to talk to when alone in your office (Imprinted with face – “Wilson?”).
101. A toothbrush holder (and a tube of toothpaste).
102. A seedling starter (reusable).
103. A measuring cup (imprinted scale on inside).
104. A scoop for bulk foods such as grain (leave in bucket).

There are hundreds more creative ways to use a coffee mug to promote your business, organization or event. Do you have an idea not listed here? Tell us about it. If we add it to our list, we have a special gift for you!

**Let our creative design team put together a promotional program to accomplish your specific goals and objectives!**



[madhatter@hatter-mad.com](mailto:madhatter@hatter-mad.com)

419-420-7705

[www.madhatter.biz](http://www.madhatter.biz)