# New Poll by Leighmans.com Finds Companies Spending More on Corporate Gifts and Incentives

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London, UK (RPRN) 09/11/12 — The latest research commissioned by Leighmans.com has uncovered the latest spending habits in the incentives and rewards sector. The poll found that 75 percent of UK companies now spend more than ever on incentives and gifts, even despite the continuing economic climate.

More than a thousand respondents were surveyed and Leighmans.com found that 60% said they are currently spending more on promotional gifts. Of this 60%, 37% have upped their expenditure by more than 20%.

The poll also found that personalisation is becoming increasingly popular, with 45% of respondents choosing customised gifts in place of standard ones these days. Leighmans.com reported that companies now choose to give personalised gifts including eco friendly pens and also printed and personalised ceramic mugs with branding.

Dr Ashley Weinberg, senior lecturer in psychology at the University of Salford, commented: “In sales 'we buy from people we like' and so, at a very basic level, some potential consumers may well feel a little emotional boost from an organisation offering them something without charge.

“Even for those who decline the offer of a gift or hospitality, there is some perception that the organisation who offered it is one that we’re likely to be more open to in future.

“In this case, we have created our own unwritten understanding – or psychological contract – that raises our expectations of the organisation and means we may be more positively disposed to them.”

The poll was commissioned by Leighmans.com to analyse recent spending habits in the corporate gifts and incentives sector. Leighmans.com offers customers hundreds of different gifts, ranging from deluxe printed travel wallets to branded technological accessories. The company's poll found that UK companies spent more on incentives during 2012 compared with 2011.

Leighmans.com founder, Darren Leigh, commented: “Far from the pre-conceived notion that marketing and entertainment are the first things to be cut when the going gets tough, it actually appears businesses are investing more into the development and maintenance of relationships through entertainment and effective promotions.

“Building business relationships is vital. It can be done through meetings and entertaining and also through carefully selected gifts to existing or potential new business leads. It’s appreciated because it not only represents a financial investment, but also shows empathy and the fact you have invested time into trying to get into the other person’s head to give them something they want. That helps to create and build relationships, which are vital for ongoing business.”

Speaking of human behaviour, Dr Weinberg said: “Perhaps somewhere in between feeling really positive and just as negative, is the vague notion that we might feel indebted, as this organisation has already given us something which is of value. It is not quite an obligation, but it can certainly affect that psychological contract when we come to deciding where to buy from.”

Leighmans.com is based in Bury and offers customers a wide range of high-quality promotional gifts. The company works with hundreds of clients, from start-up entities through to major blue-chip companies such as Deutsche Bank.

For further information, please visit www.leighmans.com.
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**Notes to editors:**
• Celebrating its 10th anniversary this year, Leighmans.com was established by Darren Leigh, a serial entrepreneur with over 17 years of experience in business.
• Leighmans has worked with a range of clients, from major blue-chip companies including Deutsche Bank, to household names.
• Product lines include wireless laptop mice, 3D paperweights, clothing, speakers, headphones, portable chargers and many more.

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