PROMOTIONAL PRODUCT INC

Custom promotional products
promotionalproductinc.com

Tchotchke Cheat Sheet & Giveaway Planner

Everything you need to say it, spell it and plan your next round of logo giveaways.

SAY IT

CHAHCH-kuh

Also CHAHCH-kee or TSATS-kuh.

SPELL IT

tch·o·tch·ke

"tch" twice, an "o" between, "ke" at the end. Plural: tchotchkes.

IT MEANS

A small trinket or knickknack. In marketing: a low-cost logo giveaway, like a stress ball or keychain.

WHERE IT COMES FROM

Yiddish *tshatshke* (trinket), from an old Polish word, *czaczko*. First known English use: 1971 (Merriam-Webster).

OTHER WORDS

Knickknack, trinket, bauble, curio, doodad, giveaway, swag.

Giveaway planner

Event & date	Who gets it	Tchotchke	Qty	Logo & imprint color	Order by

Pick a tchotchke that gets kept

1. **Choose by daily use.** Will it be on a desk, key ring or fridge next month?
2. **Fit the setting.** Stress balls for offices, bottle openers for summer events, lip balm for health fairs.
3. **Keep the imprint simple.** A bold logo and one line of text.
4. **Order enough.** Plan for more than your expected foot traffic.
5. **Theme it.** A football stress ball for a sports sponsor is remembered.
6. **Order early.** Leave time for a proof before the event date.