



# The Evolution of Swag

## 25 Years of Economic Development Stuff

### Thanks for the Memories

Over the years I've been the fortunate recipient of many generous gifts sent by EDOs. Though none of these have really disappeared from circulation, looking back over the years, these are the trends I've noticed. I've received four coffee deliveries in the last month, and two bottle openers in the last week (craft beer, anyone?)

The question is, are you memorable if you are on trend, or if you are the one setting the new trend?

### Our Logo Here

Coffee cups, pens, those staples from the promotional material catalogs.

Too bad Starbucks killed the office coffee cup



Pre-1990

### We're High Tech

This was the time when we were all starting to be seduced by our email. Fast and ubiquitous connectivity meant bragging rights, so mousepads said your community was cutting edge.



1990-1995

### Be My Billboard

The logos return, this time on shirts, caps, and useful umbrellas - great until you are caught in Oklahoma carrying a Texas umbrella



1995-2000

### Silicon Everywhere

Push that high-technology image with USBs in every size and shape you can imagine - key chains, business cards, even airplanes



2000-2005

### Local Comfort

What a great development - maybe it was the recession that made these gifts of local sauces, jams, jellies, and other edibles so comforting. They disappear quickly, but the memory lingers



2005-2010

### We're Mobile

The third age of high-tech swag. Now it's all about mobile power to show your community is up to speed



2010-2015

### We're Artisinal

Today high-tech is a given and it's all about burnishing your community's cool and innovative image with locally roasted coffee and other artisan products.



2017

For more, including the upcoming Swag Hall of Fame Winners and the Rules of Swag, head to my blog or my website:  
[www.pieceofmindblog.com](http://www.pieceofmindblog.com)  
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