



## And You, Are You in Step with the Times? Learn How to Stay Ahead of the Curve with Branded Smartwatches

The debate on the world of **technology** has come up with technology itself. Many believe that high tech devices are detrimental to intelligence. According to their view, they make young people lazier and, in general, they make everything too easy. But is that really true?

Our world is **high speed**, and it presents us with the **need to make the most of every second**. However, this is not just an obsessive pursuit of productivity. What is changing in our society is **the attention to people's health**, so that preserving it and **taking care of ourselves** is becoming a major issue. We should see the invitation to make the most of our time in this sense. So, the "productive" day includes moments dedicated to your body and mind too. Relaxation and sport, fun and passion are just as important as work.



In all these occasions, technology is not set aside. Instead, it is often at the centre or, at least, a valid **companion**. The first image that comes to mind is certainly that of the smartphone, because we can no longer do without it. However, there is also another device that can prove to be a great **help for our leisure and non-leisure activities**. We're talking about the smartwatch.

### Personalised Gadgets for All Tastes: Why Choosing Them Is a Great Marketing Strategy

**Branded smartwatches** have marked a turning point in the way we spend our free time. Take, for instance, a person who runs twenty minutes every day. Before the smartwatch, she would come back home not knowing the results she had achieved. Perhaps, she would even despair because she could see none. Now, the sport watch shows that same person how many steps she took and how many calories she burned. It tells her that she has followed her roadmap and that she has **achieved her daily goal** even if she cannot see the results with her own eyes. It becomes a stimulus, a **motivator**, an encouragement. Do we still believe that electronic devices are hindering rather than helpful?

This is not only true for smartwatches. All devices and their accessories can **improve our experience, even at work**. It is not surprising, then, that companies use them a lot. You can think of [personalised USB sticks](#), which are essential for saving the most important data. Or of [custom mouse pads](#), which will no doubt find their place on the office desks.

Electronic devices are always useful, even for those who are not used to them. Even more, sceptics can be pleasantly **surprised** to find out how much they can **make the day easier and more enjoyable**. For this reason, [personalised gadgets](#) are among the most **popular** promotional products. They will soon become accessories you **cannot do without**. They are a **symbol of innovation** and convey a positive **image of the company**. In particular, they allude to a brand which is **in step with the times** and which **values offering the best** to its audience or team.



## Branded Smartwatches: Are They a Smart Choice?

Giving away branded smartwatches can pay off. As **gadgets**, they will always come in handy and give a touch of **originality** to your company. They will be an **unusual corporate gift**, but they will stand out for the place they will take in the life of the recipient. With your **logo**, they will be on **your customer's wrist** during working hours and in their spare time. However, they are not just as useful as a simple watch. Instead, they **combine more features** that make them a special gift which is hard – and often impossible – to leave in the drawer.

### *Keep Time and Keep Up with a Branded Smartwatch*

Being **useful for many purposes** is one of the qualities that hints at a successful corporate gift. [Personalised bottle opener keyrings](#) and [branded touch screen pens](#) are just two examples. In both cases, we are faced with **accessories with an extra boost**, which can be used on several occasions. As a consequence, they will give your logo **greater visibility**. Not to mention that a two-in-one promotional product is so convenient that it is often **irreplaceable**.

Smartwatches not only combine two **features, but even more**. Maybe that is why they are "**smart**". They allow you to keep track of the **time**, to check on different **parameters** and keep an eye on mobile phone **notifications**. All this with a **small device** that can be comfortably worn on the wrist. It is a **multitasking** object, which we can safely define as the **symbolic accessory of our society**.

Its **small size** and the **possibility of always having it with you** are two other advantages that make it a successful promotional product. The example of touch pens and bottle opener keyrings brings to light another feature that distinguishes a two-in-one corporate gift of remarkable success. That is, the **convenience of having the functionality of two objects in a pocket-sized accessory**. Dimensions play a key role in the success of a promotional product because a **small** item is easier to carry around. As a consequence, it is **more likely to be used often**. It goes without saying that the more frequently it is taken in hand, the greater is **the exposure it will offer to your logo**.

In the case of branded smartwatches, **comfort** is taken to an even higher level. Like [branded wristwatches](#), sport watches too can be used to **complete the look**. In essence, they are turned into an accessory from which it is hard to part not only because they are useful, but also because they are **appealing**. Needless to say, **customisation** will affect the final result in this regard substantially. As with any [custom fashion accessory](#), a well-made logo will make the smartwatch **unique** and offer your customers the chance to **give their outfit a touch of originality**. With all these features, giving away branded smartwatches can only be a smart choice.





## Smartwatches or Sports Watches: It Is Time to Give Them Away, but to Whom?

From what has been said so far, you can easily guess that smartwatches **can be used by everyone**. Like other [personalised clocks and watches](#), they respond to the constant need to **keep track of the time**, so as to stick to your schedule. As already mentioned, they also allow you to measure other values and **connect to your mobile phone**. In this way, they give you the possibility to immediately view any notification or to answer calls, especially if they are used together with a pair of [branded earphones](#). As objects with a thousand features and a strong aesthetic rendering, **they will be outstanding on the wrist of customers**

**and employees, whatever the sector of your business**. In any case, some brands can **take an exclusive advantage** of giving them as corporate gifts.

Thanks to the **step counter** function and the feature that allows you to **measure calories and heart rate**, the smartwatch is often called a **sports watch**. All these parameters are very important for joggers and sporty people. Keeping them under control allows us to **make the most** of our sports session. Plus, it **motivates us to give the best** as it shows us the results we have achieved even though we cannot



see them by ourselves. A **brand which is active in the sports sector** will then give its customers a promotional product that:

- **will be appreciated and certainly used**, probably on a **daily** basis, and almost certainly **for all its features**, showing the **high quality** of the gift;
- **will best represent its business**, respecting the **coherence** of the company.

Branded smartwatches are also great **corporate gifts**. Given to employees, they will spread the image of an **employer** who:

- **is attentive to the needs of the team**, because with a smart watch you can take care of yourself and make the most of your time;
- **cares about quality**, because it is well-made and detailed;
- **is open to innovation and always looking for innovative ways to amaze**, because a smartwatch is a high-tech device that meets the newest needs of society.

Comfort, innovation, utility, appeal: branded smartwatches have everything an object needs to become a **successful corporate gift** which is **appreciated by anyone**.