



THE SMX GWPP EDITION ISSUE 01

INSIGHTS FROM 2025. DIRECTION FOR 2026.

OUR CAPABILITIES

01 GWWF PRODUCT DEVELOPMENT 02 BRAND CONSULTING
03 PROMOTIONAL MARKETING 04 IP



SMX GLOBAL
ELEVATING TOGETHER

20+ YEARS OF EXPERIENCE

CREATING UNBREAKABLE LOYALTY GLOBALLY



14+

**FORTUNE
500
CLIENTS**

12

**MARKETS
SERVED**

60+

**BRANDS
TRUSTED BY
INDUSTRY LEADERS**



LOOKING
BACK 2025



TO MOVE
FORWARD

ONE THING BECAME CLEAR THROUGHOUT 2025

GWPS ARE NO LONGER AN AFTERTHOUGHT.

Promotional items evolved into more considered brand touchpoints. Rather than focusing solely on novelty, brands leaned into GWPs that offered everyday relevance, thoughtful design, and longer-term usability beyond the promotional period.

At SMX, this shift reflects how we approach **Brand Productization™** translating brand intent into products that consumers genuinely want to keep, use, and engage with. When GWPs move beyond giveaways and become extensions of the brand itself.



**THIS IS WHERE
THE MARKET
IS MOVING**





GWP MARKET TREND 01

PLUSHIE COLLECTIBLES



WHY THIS TREND?

- ✓ Emotional, comfort-driven purchases are rising post-pandemic
- ✓ Consumers keep plush longer than novelty items
- ✓ Works well for character/IP extensions
- ✓ Encourages full-set collection mechanics

TARGET AUDIENCE:

- ✓ Young families
- ✓ Gen Z females
- ✓ Millennial parents
- ✓ Comfort & nostalgia seekers





This is what I got from [redacted]

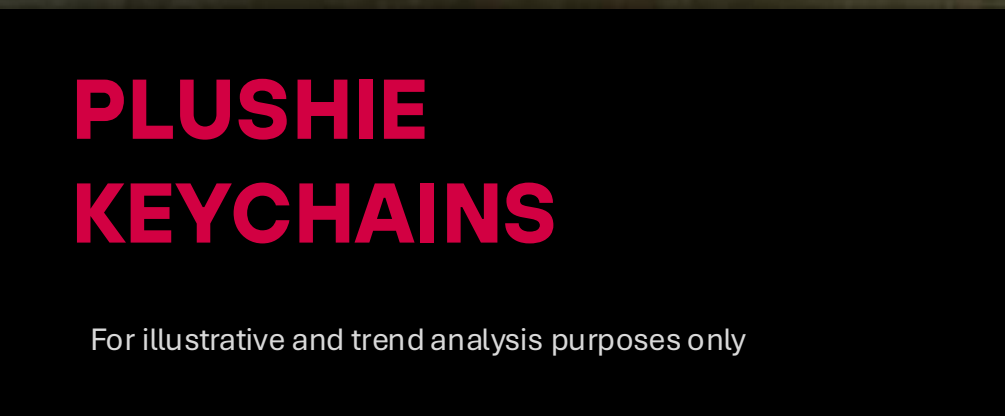


PLUSHIE

For illustrative and trend analysis purposes only



Lactel
居然出了Plushie

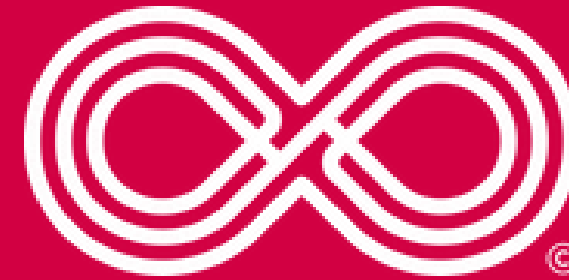


PLUSHIE KEYCHAINS

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GWP MARKET TREND 02

BLIND BOX COLLECTIBLES



WHY THIS TREND?

- ✓ Gamified purchasing drives repeat transactions
- ✓ Surprise element increases excitement and social sharing
- ✓ Creates scarcity and trading culture
- ✓ Proven model in art toy and fandom markets

TARGET AUDIENCE:

- ✓ Gen Z
- ✓ Collectors & fandom communities
- ✓ Social media-driven consumers
- ✓ Trend-conscious urban shoppers





PLUSHIE BLIND BOX

For illustrative and trend analysis purposes only

OLDTOWN送出! 迷你大马美食模型🥰



买MILO满RM28
用你迷你车



FIGURINE

For illustrative and trend analysis purposes only



GWP MARKET TREND 03

EVERYDAY

ITEMS



WHY THIS TREND?

- ✓ Consumers prefer usable value over one-time novelty
- ✓ Higher retention = longer brand exposure
- ✓ Supports “GWP as product” strategy
- ✓ Feels premium and intentional

TARGET AUDIENCE:

- ✓ Working adults
- ✓ Students
- ✓ Practical shoppers
- ✓ Brand-loyal consumers





BAGS | WOVEN BAGS | TOTE BAGS | POUCH

For illustrative and trend analysis purposes only



BAGS | WOVEN BAGS | TOTE BAGS | POUCH



BAGS | WOVEN BAGS | TOTE BAGS | POUCH



GWP MARKET TREND 04

FUNCTIONAL + CUTE UTILITY



WHY THIS TREND?

- ✓ Utility increases perceived value
- ✓ “Cute” drives emotional attachment
- ✓ Combines logic (function) + emotion (design)
- ✓ Strong cross-gender appeal when well designed

TARGET AUDIENCE:

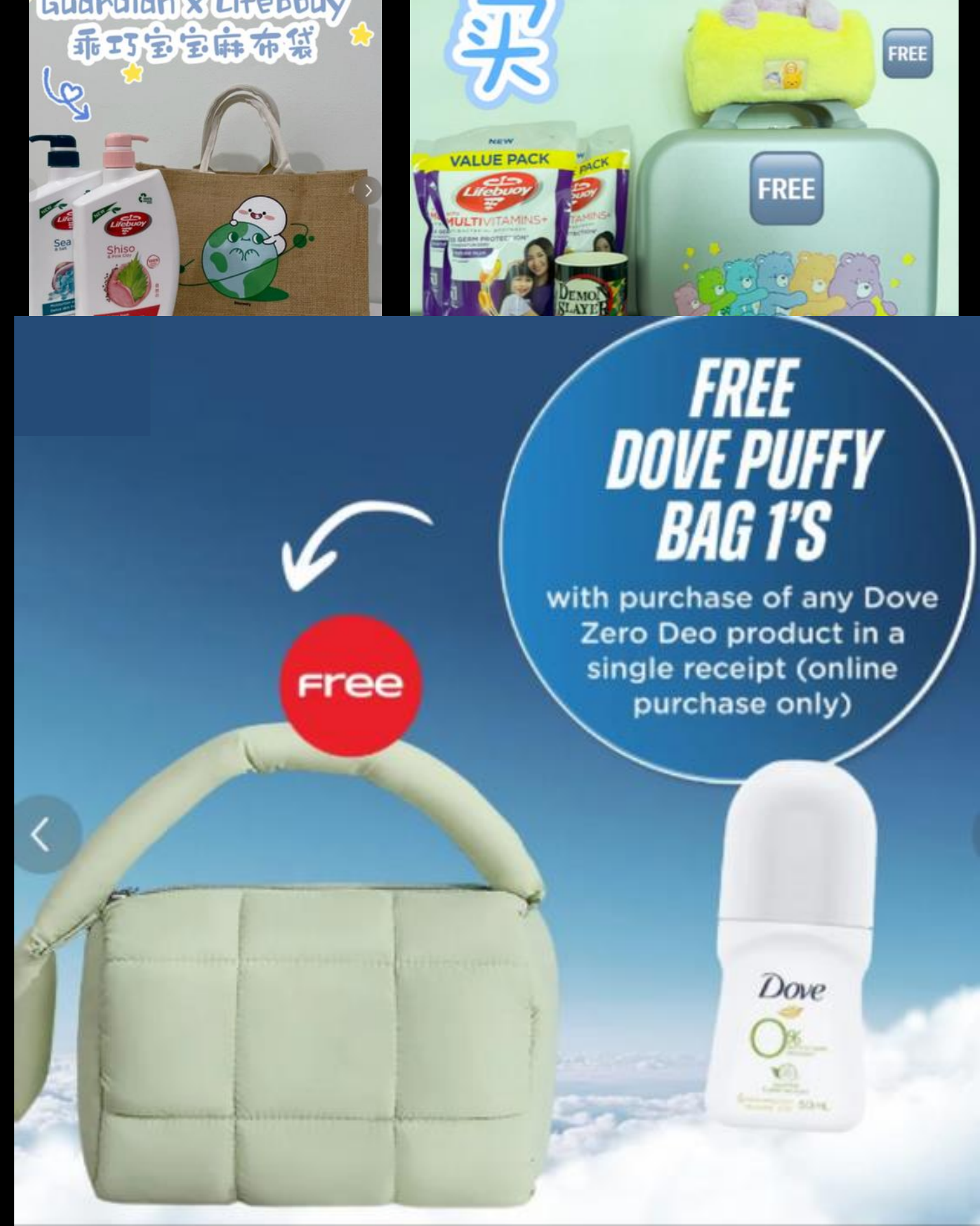
- ✓ Gen Z & young millennials
- ✓ Female skew audience
- ✓ Social-first consumers
- ✓ Gift buyers





FUNCTIONAL + CUTE UTILITY

For illustrative and trend analysis purposes only



FUNCTIONAL + CUTE UTILITY

For illustrative and trend analysis purposes only

GWP MARKET TREND 05

HOME & LIFESTYLE ITEMS

WHY THIS TREND?

- ✓ Brands expanding into lifestyle ecosystems
- ✓ Consumers personalize home spaces more than before
- ✓ Encourages repeat daily brand interaction
- ✓ Higher perceived value than small novelties

TARGET AUDIENCE:

- ✓ Young homeowners
- ✓ Couples
- ✓ Millennial families
- ✓ Lifestyle-conscious consumers





Nescafe x 星星人
限量联名款



MUGS | CUPS

For illustrative and trend analysis purposes only



VACUUM FLASK | BOTTLE | LUNCHBOX

For illustrative and trend analysis purposes only



KITCHENWARE

For illustrative and trend analysis purposes only



KIDS TOYS

For illustrative and trend analysis purposes only



NIGHT LAMP

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GWP MARKET TREND 06

FASHION FUNCTIONAL ITEMS

WHY THIS TREND?

- ✓ Consumers treat fashion as identity expression
- ✓ Turns GWP into wearable brand statement
- ✓ Limited drops create hype culture
- ✓ Works strongly with music, anime, and IP collaborations

TARGET AUDIENCE:

- ✓ Gen Z
- ✓ Streetwear culture
- ✓ IP fandom communities
- ✓ Urban youth market



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TRAVEL LUGGAGES

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FASHION

For illustrative and trend analysis purposes only



OUTDOOR LIFESTYLE

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THE FUTURE OF GWP IS CLEAR

Consumers Want

- ✓ Meaningful design
- ✓ Practical value
- ✓ Emotional connection
- ✓ Share-worthy moments

Brands Need

- ✓ Differentiation
- ✓ Engagement
- ✓ Speed to market
- ✓ Flawless execution



OUR APPROACH

1

Market & Brand Understanding

- ✓ Consumer insight
- ✓ Retail landscape
- ✓ Campaign objectives

2

Strategic GWP Development

- ✓ Concept creation
- ✓ Functional design
- ✓ Cost engineering

3

End-to-End Execution

- ✓ Sourcing & Manufacturing
- ✓ Quality Control
- ✓ On-time delivery

4

Retail-Ready Activation

- ✓ Launch support
- ✓ Display alignment
- ✓ Campaign rollout



WE SMX

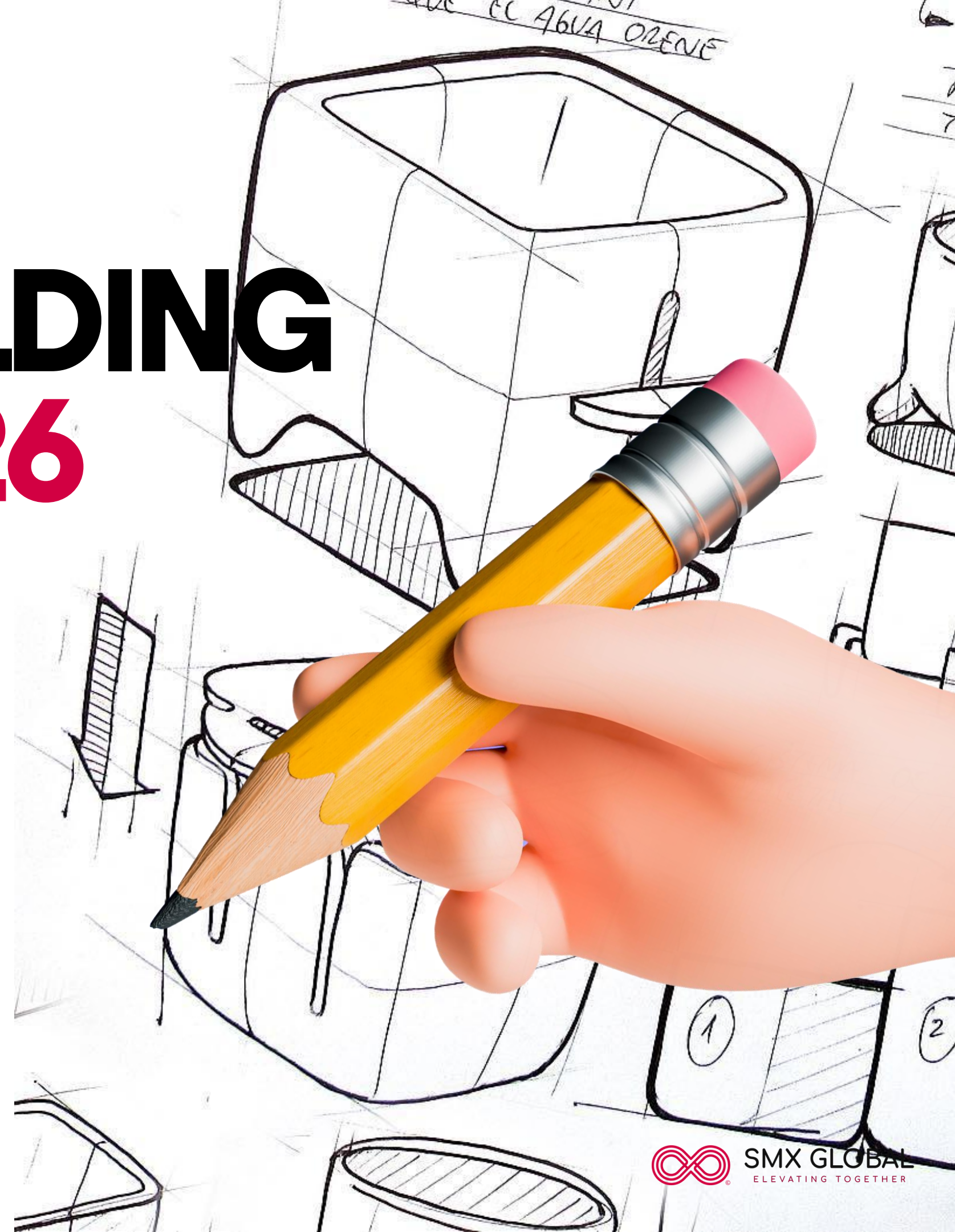
Your Strategy Partner for
High-impact GWP Execution.

MAKE IT HAPPEN

LET'S START BUILDING YOUR Q3/ Q4 2026 MOMENTS

If you're planning ahead, ask yourself:

1. **What is the real role of your GWP ?**
Traffic driver, brand builder, or revenue booster?
2. **Is this campaign meant to attract new users or reward loyal ones?**
3. **Are you solving a consumer need or just filling a promo mechanic?**
4. **What KPI defines success beyond redemption rate?**



Book your next **Brand Productization™ Session**

MAKE YOUR NEXT GWP WORTH KEEPING

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