

AS SEEN IN

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ALLISON VAN'T HOF

President/Owner
Out of the Box Promotional
Marketing, LLC

1600 Rosecrans Avenue
Manhattan Beach
310-322-0900
outoftheboxpromo.com

Out of the Box Promotional Marketing provides creative, “out-of-the-box” solutions for television and movie studios, global sports organizations, motorsports teams and companies within the corporate sector, through licensed and non-licensed consumer products, merchandise and promotional products. Owner Allison Van’t Hof has worked in the advertising and marketing industry for the past two decades. She opened her firm 10 years ago.

How would your clients describe you?

“My clients would describe me as possessing a positive attitude, detail-oriented, exceptional customer service skills, energetic, budget-minded, knowledgeable, a consumer/end user best friend, and ‘out-of-the-box’ thinker.”

How do you advise your clients to achieve and maintain success?

“First, last, and always I show them how to ‘listen’ to their consumers and the latest market trends!”

How do you give back to your community?

“Giving back to the community in which we are privileged to live is exercised through various fundraisers and my children’s school projects and charitable initiatives.”

FAST FACT

Originally from North Carolina, Allison moved to Southern California in 1976 to attend college and now resides in Manhattan Beach.

Why does your industry appeal to you?

“Because my creative side is unleashed. Never say NO! There is a creative solution for everything.”

What would you like potential clients to know about you?

“My ability to fit Big Company advertising, marketing and promo expertise to smaller companies and their budgets. Additionally, that I possess the resources domestically and

overseas to make virtually any sized promotion a winning success.”

How do you distinguish yourself from the competition?

“Deep experience. Having been in this business for over 20 years, I have learned what works. Most importantly, what doesn’t. I read everything from sports, entertainment, fashion, automotive, electronics—everything to know what is going on with brands as it relates to consumer products, the hottest trends and brand positioning.”

What do you like to do for fun, when you’re not at work?

“When I am not at work, I love being with my two children, Trever (16), and Ava (14)—hanging out or going on fun excursions and trips with friends. When I am not with my children, I love the mountains, and snow skiing is my true passion. Also, I enjoy playing tennis, water skiing, running at the beach, yoga or really anything sports-related and being outdoors.”