



HEADLINES
THE NEXT
GENERATION OF
INNOVATION
AND
PROMOTIONAL
MARKETING



BY MELISSA ORSAK

Bob Lilly Promotions (BLP) stands as a beacon in the promotional marketing landscape, consistently redefining industry standards through innovative approaches. Amidst a sea of competition, what keeps them at the pinnacle of the market? The answer lies in the unwavering core values upheld by CEO Bob Lilly, Jr. and his remarkable team. In his own words, “For everyone at BLP, our values and integrity will always be more important than the bottom line. How we conduct our lives is the same philosophy we bring to every business transaction and every relationship we encounter through the process.”

At the heart of Bob Lilly Promotions is a steadfast commitment to fostering Trust, Leadership, Positive Attitude, Creativity, and Inspiration—elements that serve as the bedrock of their exemplary enterprise.

TRUST

From the very beginning, Lilly was privileged to grow up in an environment where trust was not merely spoken of but actively practiced and celebrated. His parents, Anne and Bob Lilly—whose legacy as a legendary 14-season NFL player earned him the affectionate moniker “Mr. Cowboy”—instilled in their children the values of unwavering dedication, integrity, and excellence. This familial foundation set an exceptionally high standard that resonated deeply with their four children.

Reflecting on his upbringing,

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Lilly shares, “I grew up in a family where sports and excellence were part of our daily life. My father, Bob Lilly, was a significant figure both on and off the field, and his dedication and integrity have deeply influenced my personal and professional life.” This upbringing cultivated in Lilly a genuine respect for the fundamental values that guide him.

According to Lilly, his parents were not just role models but pillars of perseverance and ethical conduct. He emphasizes, “In my business, I strive to uphold these values every day.” This commitment to integrity is reflected in how he leads his company; he actively fosters an atmosphere of transparency, authenticity, and reliability, both among team members and in relationships with clients. In a world where trust can often be elusive, Bob Lilly Promotions remains devoted to nurturing it at every level.

LEADERSHIP

When Bob Lilly Promotions was founded, Lilly reflected, “It was a modest operation, with just



a handful of employees. My career began in the promotional industry, driven by a passion for creative marketing and building meaningful connections.” Since its inception, Bob Lilly Promotions has emerged as a trailblazer in the realm of promotional advertising, proudly celebrating 25 years of remarkable success. Lilly shares, “Celebrating 25 years at BLP fills me with immense gratitude. It’s a testament to the hard work of our team and the strong relationships we’ve built with our clients and partners. It’s truly rewarding to see how far we’ve come and to know that the best is yet to come.”

Throughout its journey, the company has faced various challenges, but Lilly views these obstacles as golden opportunities for growth. He shared, “During Covid, our team remained open, servicing our clients and growing our business by double digits. We pivoted to PPE and customized kits, which helped our clients maintain their company cultures while their employees worked remotely. It was immensely gratifying to see our team come together and

perform at such a high level during what was an incredibly difficult time for all of us.”

Lilly’s ability to motivate and inspire his team during the pandemic was remarkable. His company not only weathered the storm but also thrived against the backdrop of complicated circumstances.

Beyond the corporate sphere, Lilly exemplifies leadership through active involvement in community service and support for local non-profits. “Bob Lilly Promotions is committed to giving back to the community. We support local non-profits, and I serve on the boards of several community organizations. This involvement is integral to our company ethos,” Lilly explains. His dedication highlights a strong sense of responsibility, illuminating the values of integrity and service that guide him and his company.

POSITIVE ATTITUDE

If you haven’t had the pleasure of meeting Bob Lilly, Jr. or his remarkable team, I highly recommend traveling to Dallas, Texas, to experience their energy firsthand! Their positivity is truly infectious, filled with enthusiasm and warmth that encourage everyone to join in. Under Lilly’s dynamic leadership, Bob Lilly Promotions has established itself as a benchmark for optimism and ambition in the industry.

Lilly emphasizes the importance of a supportive team culture, stating, “I motivate my team by fostering an environment of open communication, recognition, and continuous learning. We set clear goals, celebrate our successes, and always keep the lines of dialogue open for feedback and new ideas.” This steadfast commitment to positivity and exceptional

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leadership cultivates an atmosphere where team members feel valued, empowered, and brimming with hope. No wonder they have garnered numerous accolades, including a 10th Appearance on Best Places to Work and recognition as one of the 2022 World’s Best Workplaces. Additionally, their reputation for excellence has earned them a coveted spot on the Inc. 5000 Award list, recognizing them as one of America’s fastest-growing private companies.

This conscientious approach to nurturing positive relationships extends to their clients as well. Lilly’s dedication to his clients is evident in the Loyalty Program, designed to cater to their needs. He dedicates his time to ensuring the best outcomes for them. The success stories of their clients, some of whom include giants like the NFL, Xfinity, American Airlines, TCU, American Heart Association, and Baylor Scott and White, serve as a testament to the caliber of



organizations they attract.

Their Loyalty Program encompasses a suite of exceptional services, including Personalized



Program Design, Cutting-Edge Technology, Full-Scale Execution, Innovative Incentives, Global Reach combined with a Local Touch, and comprehensive End-to-End Customer Support. One of their guiding mantras perfectly encapsulates their mission: “Bob Lilly Promotions - Where Loyalty Lives.” This ethos is not just a statement; it reflects their unwavering commitment to excellence and the genuine relationships they build with each client.



CREATIVITY

Bob Lilly Promotions thrives on a vibrant foundation of creative energy where imagination and innovation intertwine. The company cultivates a culture of curiosity, encouraging each employee to “push boundaries, challenge the status quo, and bring their unique ideas” to the collective vision. Their thoughtfully designed workspace is more than just an office; it is a dynamic environment that stimulates creative thinking and fosters collaborative problem-solving, empowering the team to devise novel solutions to their client’s most complex challenges.

Lilly emphasizes the importance of diverse ideas and perspectives in driving innovation, stating, “To stay innovative, I actively participate in industry workshops, keep abreast of market research, and foster a culture of creativity within

our team. This approach helps us anticipate trends and meet evolving client needs.”

The company boasts a wide array of innovative merchandise that cleverly embodies the essence of their clients’ brands. Lilly proudly notes, “We pride ourselves on offering unique products that are not only high-quality but also eco-friendly and innovative. For instance, we’ve introduced a line of customizable, sustainable merchandise that has been incredibly well-received. Our idea is to create ‘Oh WOW!’ moments for our clients. There’s a lot of noise in the merchandise and marketing space, and the companies who get it right are very intentional about who they work with and what they want to achieve through merchandising their brand.”

INSPIRING

One’s ability to inspire others is intrinsically linked to their own capacity for inspiration. At Bob Lilly Promotions, this principle resonates deeply, manifesting both within the company and in their interactions with clients. The team is adept at transforming routine tasks into remarkable opportunities for personal and professional growth, fostering an environment where creativity thrives. They eagerly invite ideas and suggestions from everyone, employees and clients alike—utilizing this feedback to enhance their brand experience.

A shining example of their commitment to shared inspiration

is the innovative Brand Camp. Lilly elaborates, “Brand Camp was born from a desire to deepen engagement with our clients and introduce them to the forefront of promotional products. This event provides a unique opportunity for our clients and prospects to explore innovative products, learn about new decoration techniques, and discover the latest trends in the promotional merchandising industry.” Over the past seven years, Brand Camp has evolved into a cornerstone event for the company, consistently garnering enthusiastic feedback for its vital role in inspiring and educating attendees about the landscape of promotional products.



“Our clients often come to us looking for unique gift ideas. We facilitate brainstorming sessions and showcase a range of products at different price points, which helps them find the perfect items to represent their brand and delight their recipients. There are numerous new and innovative products available, so we focus on the process of helping our clients find the perfect solution for them”.

LOOKING AHEAD

The future of Bob Lilly Promotions is poised for leading-edge promotional marketing innovation. In a recent conversation, Lilly shared exciting plans for the company: “Looking ahead, we plan to expand our digital presence and enhance our product line with even more innovative and sustainable options. Clients can look forward to a brand that not only responds to current trends but also anticipates future needs. We also plan to offer a collection of unique



event activation experiences, including onsite, custom-branded merchandise.”

Bob Lilly, Jr. exemplifies enduring success with a deep-rooted commitment to excellence while continually accelerating toward new heights in his business and philanthropic work. For organizations looking to elevate their branding initiatives, their website offers a treasure trove of next-generation products and services in their online store: <https://boblillypromo.com/>. You can also connect with them on Facebook, Instagram, and LinkedIn to stay updated on their latest offerings and innovations.

