

Why Promotional Products Work

(Hint: They're More Than Just Products)

If you, like millions of others, watched this year's Super Bowl for more than the game, you know the power of advertising backed by money and research; companies pitch brands and slogans that attempt to leave a lasting effect on the consumer. Many like to believe those messages don't have much impact, but evidence overwhelmingly points to the power of persuasion.

It may be subtle, but persuasion by advertisers shows levels of success that prove television, radio, mobile and the Internet can—and do—draw consumers to their brands. They must compete not only with each other across traditional media for the hearts, minds and dollars of the consumer, but they must compete with outside stimuli once the consumer walks away from the television, shuts down the computer or drives past a billboard.

What does leave a lasting impression is the promotional product. A \$17.7 billion industry, promotional products are designed for staying power, and industry research has proven their power as an effective advertising medium.

A new study just released by Promotional Products Association International conducted among travelers at New York's La Guardia Airport revealed valuable insights into promotional products' value and effectiveness. Of the travelers surveyed who could recall receiving a promotional product in the previous 12 months, 88 percent could recall the name of the advertiser and 85 percent have done business with an advertiser after receiving a promotional product.

Imagine being able to craft a message one time, and see that message spread to an audience of hundreds, thousands and even millions. Now imagine that message being delivered by a t-shirt, a pen or a beverage cup. Promotional products professionals work with Fortune 500 companies and top ad agencies to create experiences people love through a product they can actually use.

PROMOTIONAL PRODUCTS WORK!

Advertising Recall:



88% recalled the advertiser

62% recalled the message

Advertiser Influence:



59% have a more favorable view of the brand

85% did business with the brand after receiving a product



Top 5 Buyers

Education
Financial
Not-For-Profit
Health Care
Construction

Eight In Ten Consumers Owns A Promotional Product



Top Reasons Why Promotional Products Work:



- Useful
- Attractive
- Informative
- Desirable
- Sentimental
- Fun

Where Promotional Products Work:

Kitchen

91%

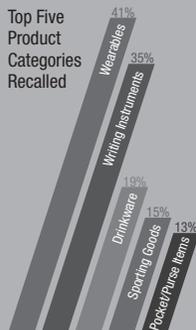
Workspace

74%

Bedroom

55%

Top Five Product Categories Recalled



They LOVE It!

47% of people keep promotional products for a year or more

Sources: Promotional Products Association International: The Influence of Promotional Products on Consumer Behavior; 2011 Sales Volume Study; Why End-Buyers Choose Promotional Products & Other Media; Effectiveness Of Promotional Products As An Advertising Medium; The Key Ingredient to Integrated Marketing

PPAI research study: 88 percent of people could recall the name of the advertiser on a promotional product

The same study by PPAI reports that 82 percent of respondents possess at least one and as many as 10 promotional items, with 81 percent keeping them because they are useful. What's more, 53 percent said they use these products at least once a week; nearly half who say they keep promotional products—47 percent—said they keep them for more than a year.

Powerhouse advertisers aren't the only ones who earn a mighty piece of the advertising pie; from mom-and-pop to mid-sized companies, promotional products professionals apply research-based technical expertise to deliver the hottest products and production techniques to their clients' campaigns, improving their reach and boosting their bottom lines as well.

Promotional products educate, recruit, highlight safety awareness, support worthy causes, encourage

healthy living and lifestyle choices, recognize and reward employee achievements and inspire action. Promotional products are used to celebrate milestones, sign legislation and reinforce critical messages.

What comes to mind when you think of the color PINK? How about a red lapel ribbon? Promotional products work because they leave a lasting impression in the hearts, minds and hands of recipients. The messages live on because the products are memorable, unique and personal. They are the only sensory medium that gives the consumer a tangible memory of a relationship to the brand. Promotional products are shown to build communities of like-minded consumers with a shared sense of brand loyalty.