PROMOTIONAL PRODUCTS WORK!

Advertising Recall:

88% recalled the advertiser

62% recalled the message

Eight In Ten Consumers Owns A Promotional Product

Top Reasons Why Promotional Products Work:

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

Advertiser Influence:

59% have a more favorable view of the brand

85% did business with the brand after receiving a product

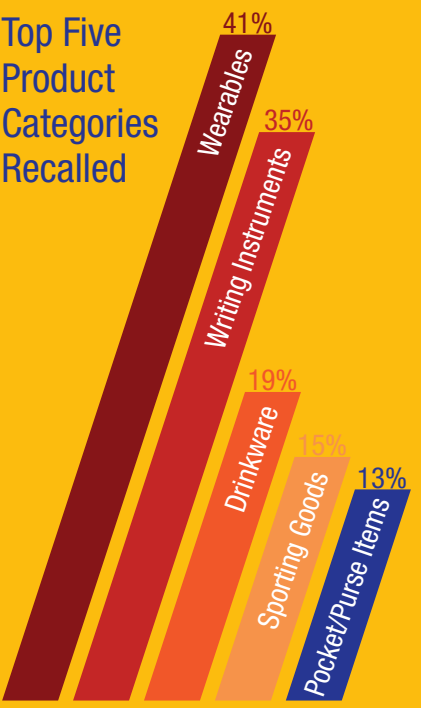
Where Promotional Products Work:

Kitchen **91%**

Workspace **74%**

Bedroom **55%**

Top Five Product Categories Recalled



Top 5 Buyers

- Education
- Financial
- Not-For-Profit
- Health Care
- Construction

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