



The power of
**PROMOTIONAL
PRODUCTS**

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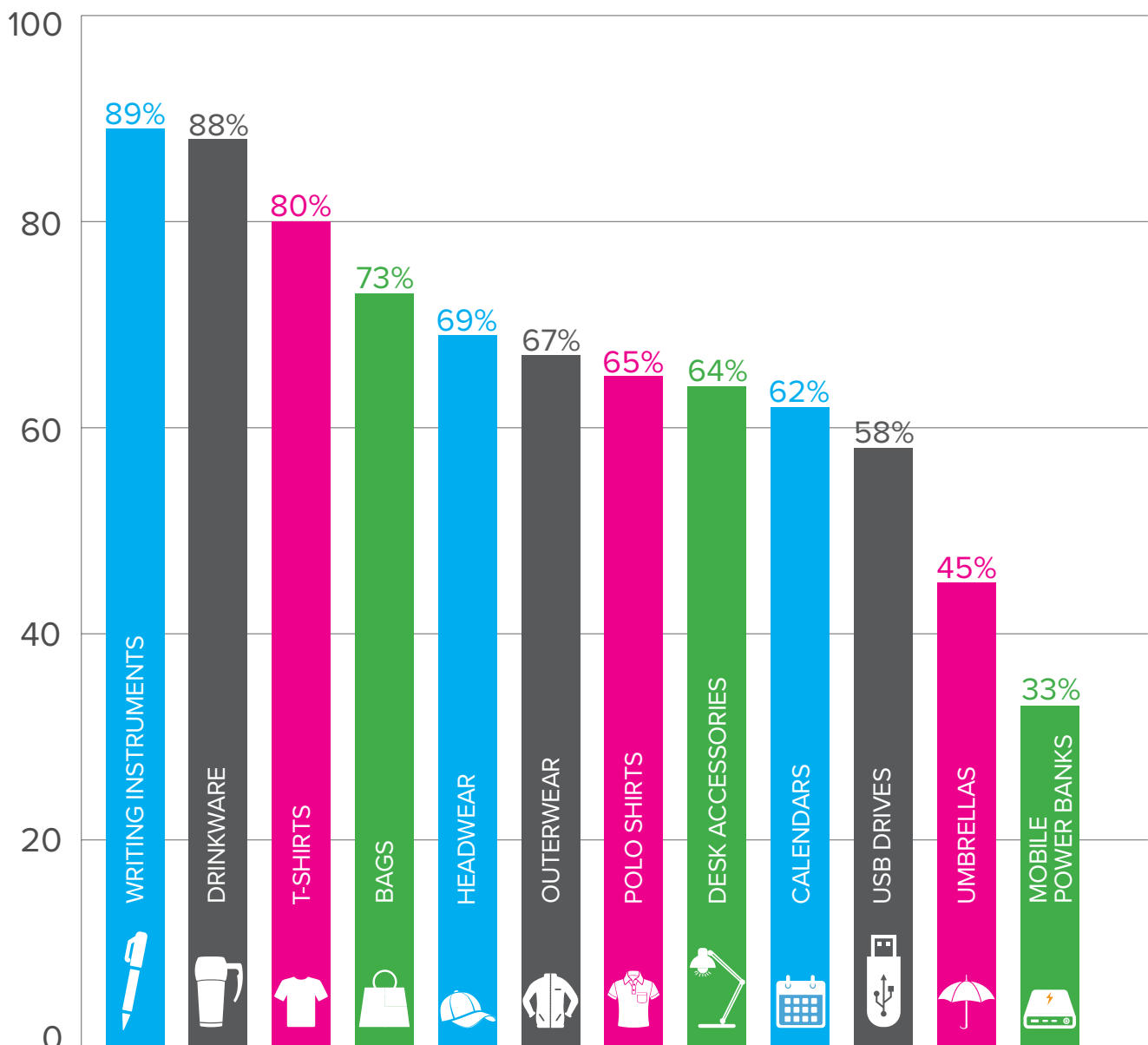
PROMOTIONAL PRODUCTS

PRODUCT OWNERSHIP

U.S. consumers were asked which promotional products they currently owned. Promotional items are defined as items that have an advertiser's logo and/or message on them. They are usually given away free by companies to consumers.

As the graphic below reveals promotional pens and drinkware are widely owned by consumers across the United States. Nearly 9 in 10 consumers report owning each. In fact, most categories of promotional products are owned by more than half of consumers!

PRODUCT OWNERSHIP IN THE UNITED STATES



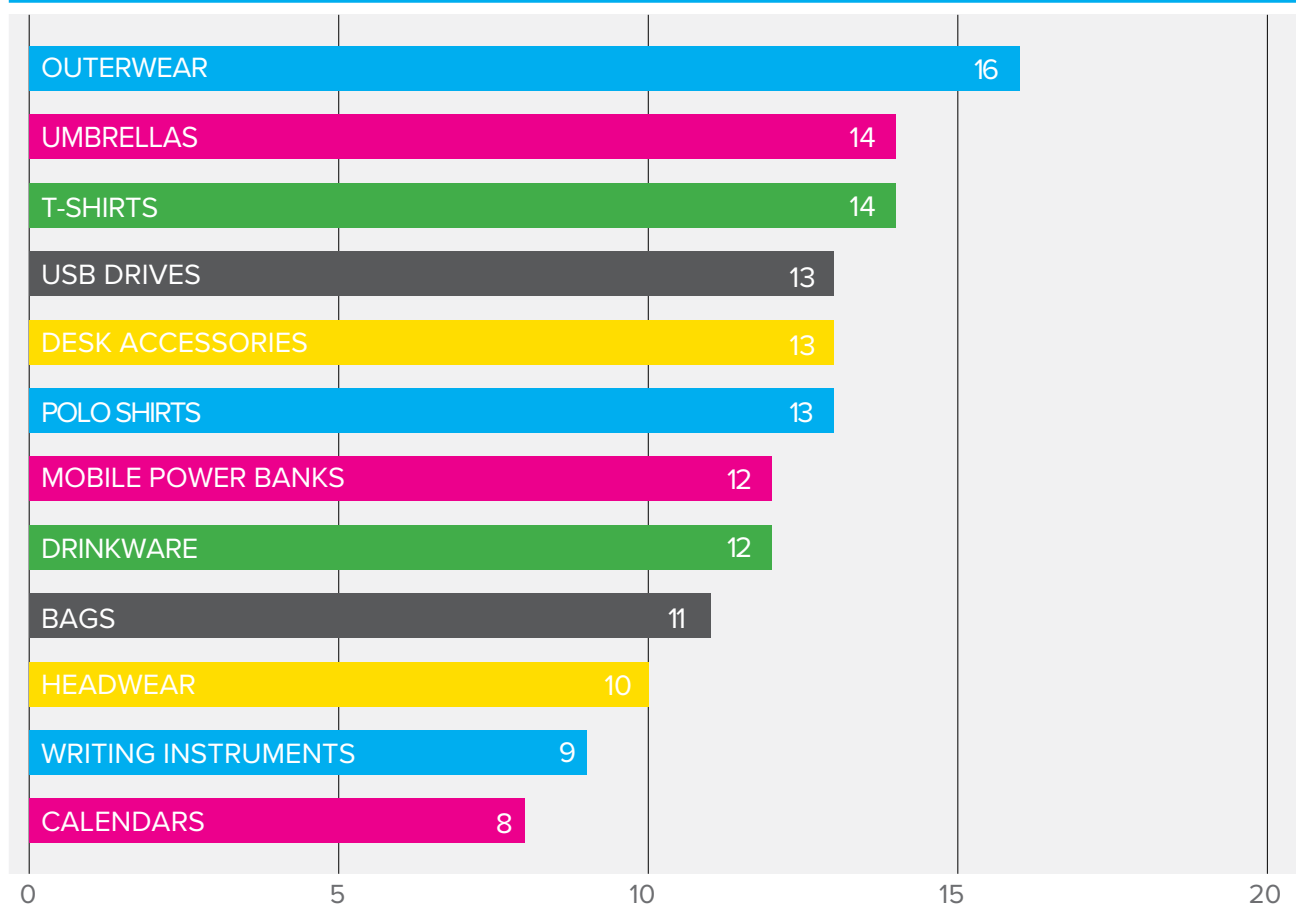
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STAYING POWER

Respondents were asked how long they keep a typical type of promotional item. Across all promotional products, the average was about one year. **Outerwear, umbrellas and T-shirts** stay around longest while **Calendars, Writing Instruments and Headwear** are kept the shortest amount of time.

NUMBER OF MONTHS PROMOTIONAL ITEMS ARE KEPT



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PROMO PRODUCTS MAKE AN IMPRESSION

For this section, the average number of impressions each promotional product receives was calculated. The number of impressions a product makes was derived from multiplying how long a recipient has the product by how many people they come in contact with when using it by the frequency of its usage. In the U.S., outerwear generates the most impressions (6,100) of any item measured in the study. This is because outerwear is often worn in public places where it can be seen by many people. Other items that deliver a large number of impressions are headwear, T-shirts, bags and writing instruments.



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QUALITY AND UTILITY ARE WHY PEOPLE KEEP PROMO ITEMS

REASONS FOR KEEPING PRODUCTS

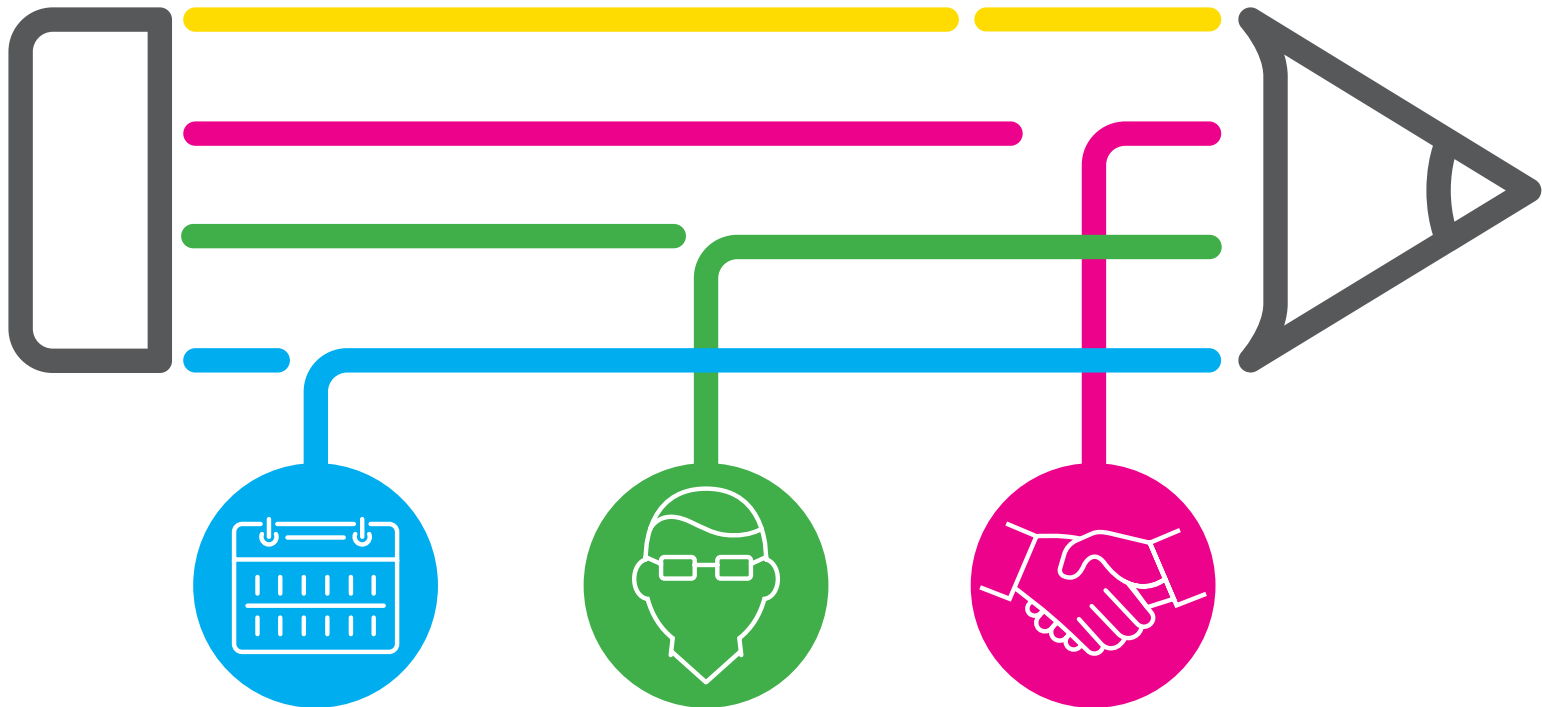
ALL ITEMS: Quality 52% / Utility 48% / Attractiveness 36%



	Male	Female	18-34	35-54	55+	Northeast	South	West	Midwest
Quality	52%	55%	55%	53%	51%	50%	56%	49%	55%
Utility	50%	47%	49%	50%	48%	48%	46%	49%	50%
Attractiveness	37%	36%	38%	39%	33%	39%	38%	34%	36%

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Writing Instruments



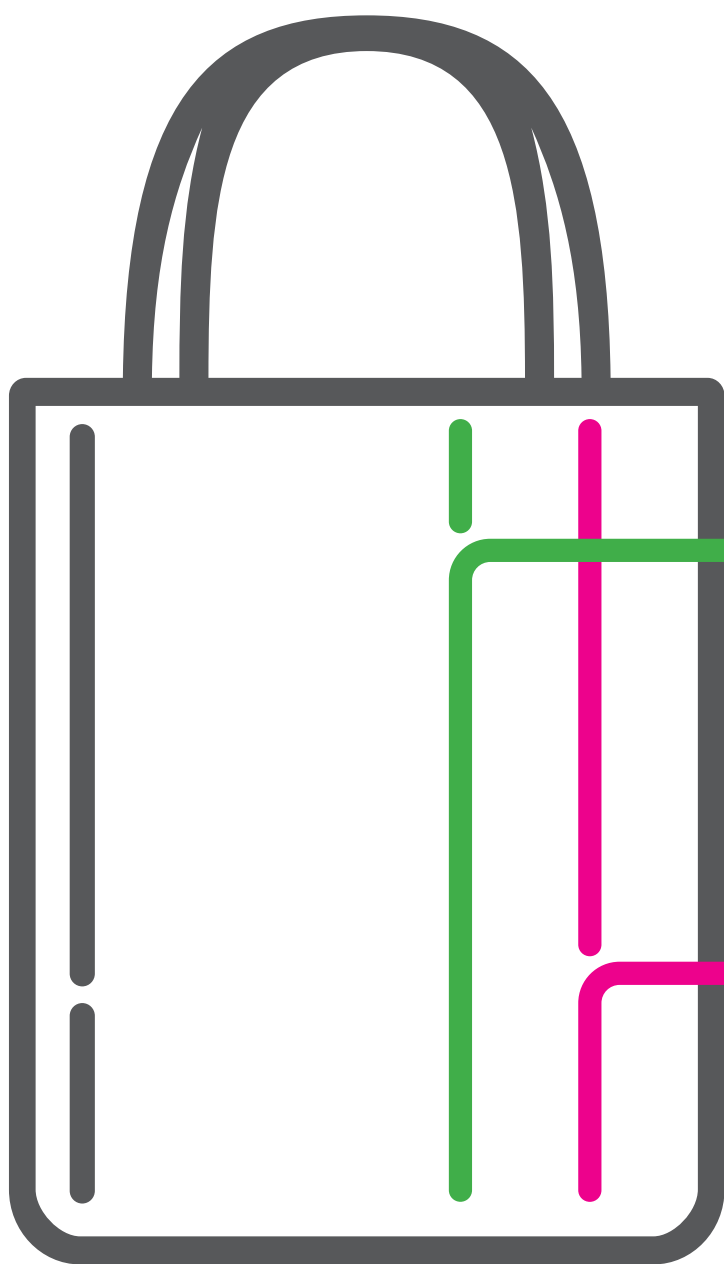
Promotional writing instruments are kept an average of **9 months**

3 000 number of **Impressions Promotional Writing Instruments** generate throughout their lifetime

51% state that they would be **more likely to do business** with the advertiser that gave them the promo writing instrument

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Bags



3 300

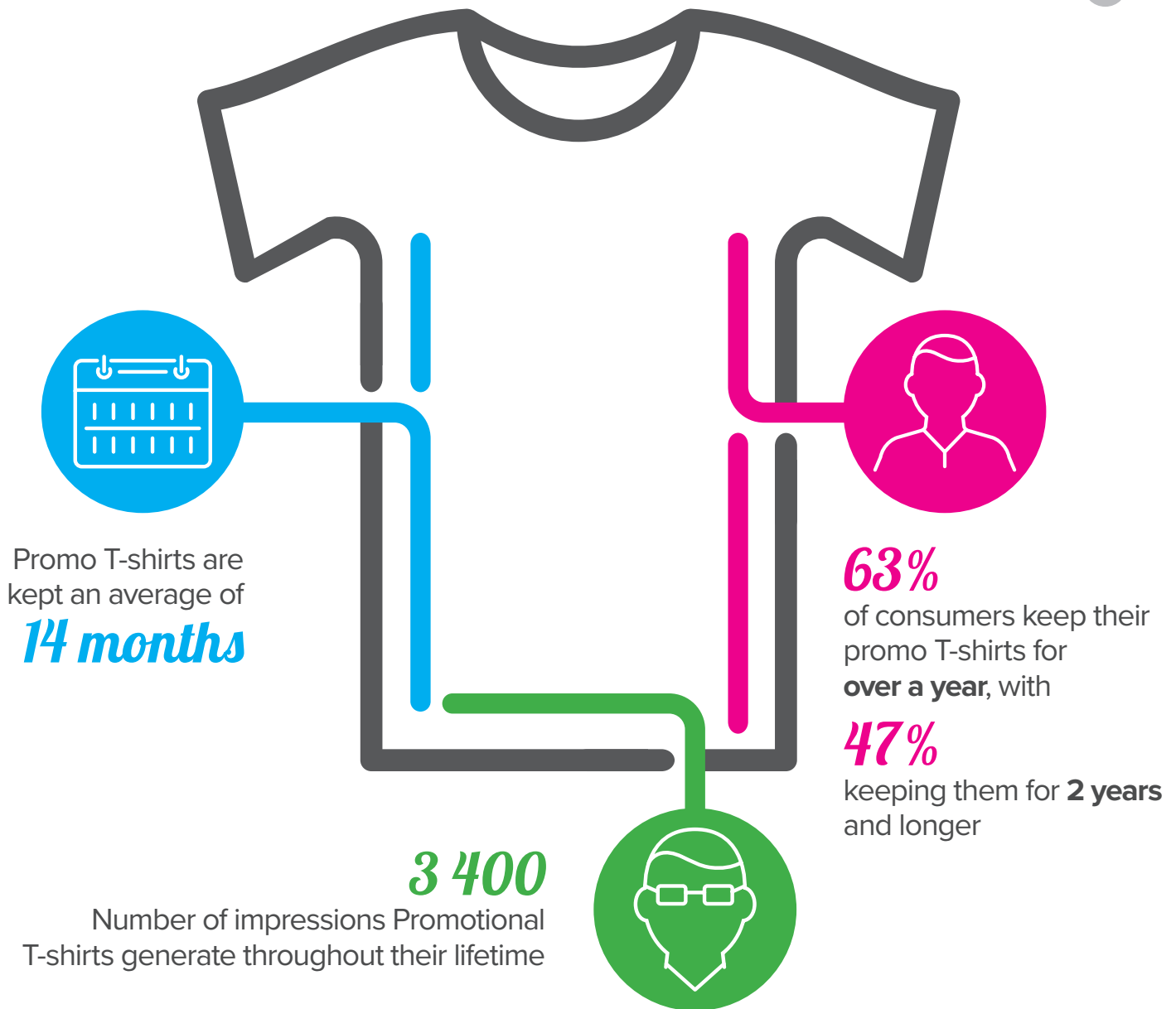
number of impressions
Promotional Bags
generate throughout
their lifetime

73%

of consumers own
Promotional Bags

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T-shirts

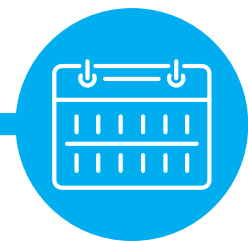


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Headwear

1/3 of men

wear their promotional headwear weekly and keep their headwear for an average of **2 years** or more



In general, promotional headwear is kept an average of **10 months**



3 400

The number of impressions generated by promotional headwear throughout its lifetime

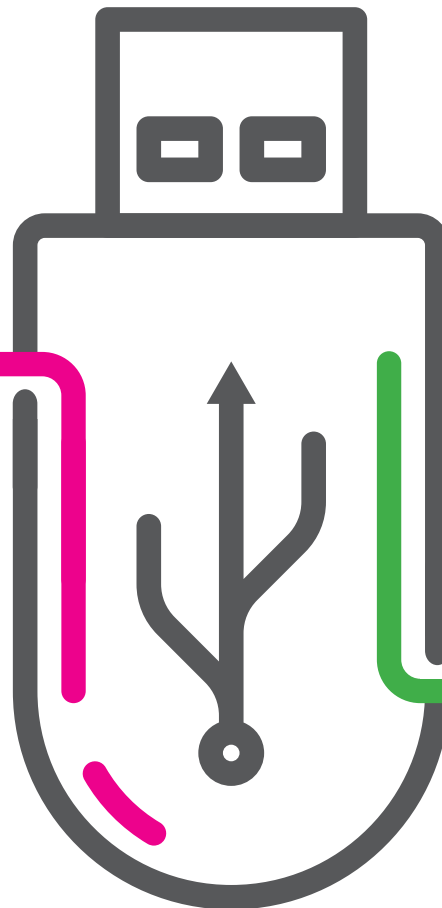
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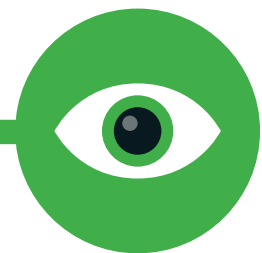
Memory Sticks



On average,
promotional
Memory Sticks
are kept
13 months



Promotional
Memory Sticks
generate
700
impressions
throughout their
lifetime



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Drinkware



71%
of Gen X'ers are more likely to do business with an advertiser who gave them Promotional Drinkware



1 400
The number of impressions generated by Promotional Drinkware throughout its lifetime



Promotional Drinkware is kept an average of
12 months