

# RESEARCH SHOWS...

## Reach:

71% of an audience consisting primarily of business people reported having received a promotional product in the last 12 months. Of this group, **34% had the item on their person.\***

## Recall:

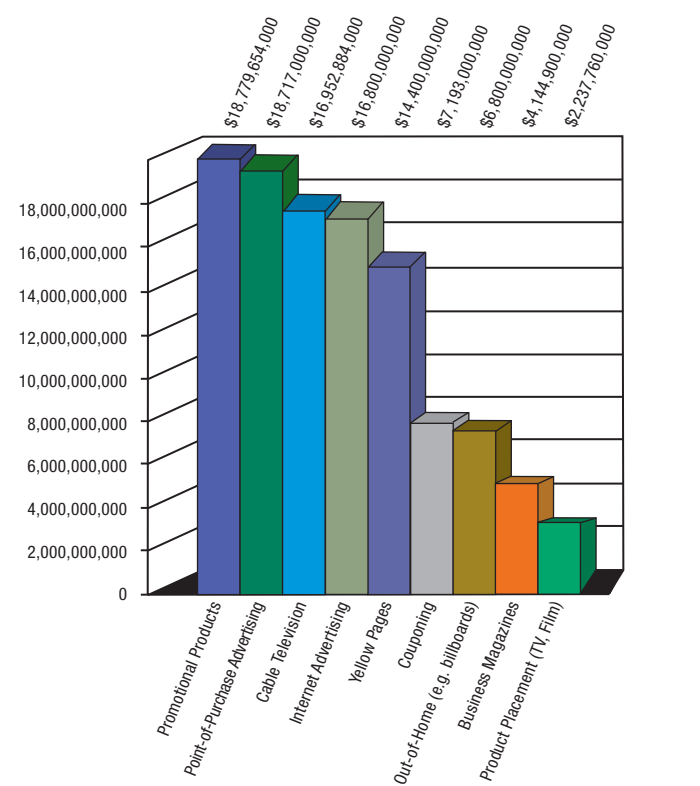
76% of respondents **could recall the advertiser's name** on the product they had received in the past 12 months. In comparison, only **53%** of the same group could recall the name of a single advertiser they had seen in a magazine or newspaper in the past week.\*

## Impress:

52% of respondents **did business with the advertiser** after receiving the promotional product.\*  
52% of participants reported their **impression was more favorable** after receiving the item.\*

## Promotional Products Share Of The Advertising Pie

In 2006, the promotional products industry sales volume was \$18.8 billion, the highest ever recorded. This exceeded expenditures in the following media categories:\*

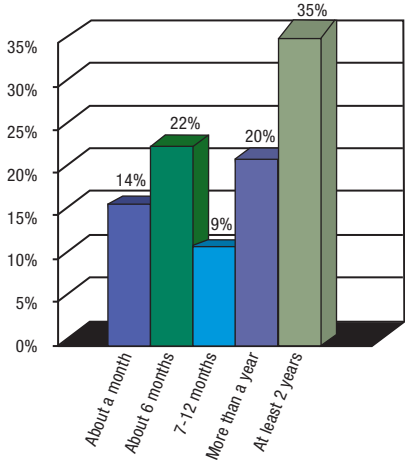


\*Expenditures for selected advertising media and promotion methods compiled for Promotional Products Association International by Richard Alan Nelson, Ph.D., Louisiana State University, and Rick Ebel, Glenrich Business Studies. Sources include *Ad Age*, Cabletelevision Advertising Bureau, Direct Marketing Association, Forrester Research, Incentive Marketing Association, Interactive Advertising Bureau, Jupiter Research, Newspaper Association of America, Nielsen Product Placement Service, Outdoor Advertising Association of America, Point of Purchase Advertising Institute, PQ Media, Publishers Information Bureau, Radio Advertising Bureau, Simba Information, Television Advertising Bureau, TNS Media Intelligence, UniversalMcCann and Veronis Suhler Stevenson.

## Repeated Exposure

Most people keep their promotional products for more than a year.\*\*

Amount Of Time Promotional Products Are Generally Kept



- Why Keep Promotional Products For So Long?
- **76%** found the item useful.
  - **20%** thought the item was attractive.
  - **1%** refer to the item for information.
  - **3%** other\*

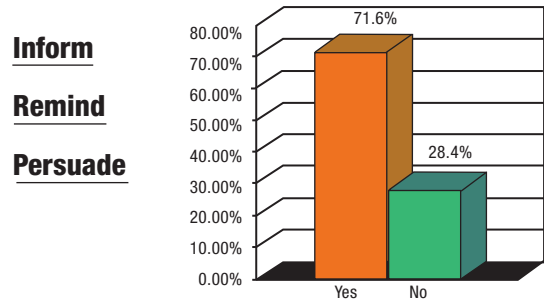
## Positive Impact On Brand Image

Recipients of promotional products have a **significantly more positive** opinion of a business through:

- More positive overall image
- More positive perception of the business
- Higher likelihood of recommending the business
- Higher likelihood of patronizing the business \*\*\*

## Promotional Products Increase Tradeshow Traffic

Percent Of Recipients That Remembered The Company Name



- **72%** of tradeshow attendees who received a promotional product remembered the name of the company that gave them the product.
- **76%** of attendees had a favorable attitude toward the company that gave them the product.
- Including a promotional product with a pre-show mailing increases the likelihood of an attendee stopping by the booth.
- As a rule, promotional products of greater value generate more sales leads than products of lower value.\*\*\*\*

\*\* Source: 2004 study of business travelers at DFW Airport, conducted by L.J. Market Research  
\*\*\* Source: 2005 study titled *Promotional Products Impact On Brand/Company Image* conducted by Georgia Southern University  
\*\*\*\* Source: 2004 study titled *The Effectiveness Of Promotional Products In Tradeshow Settings* conducted by Georgia Southern University