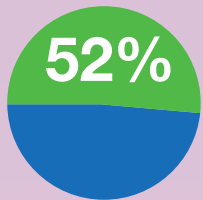


Do Promo Products Work?

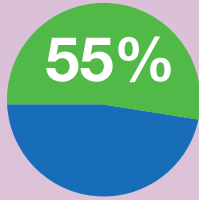
If you're looking to increase brand awareness and push sales, promotional products can help get the job done. Studies show promo products make a lasting impression, help consumers recall your message and provide repeated exposure. Use promo products to keep your name in front of consumers.



Join the Club



52%
project budgets include promo products



55%
consumers are well aware of advertisers' intentions



8 of 10 consumers receive promo products

Top 3 Reasons Why Promo Products Work



Useful
Desirable
Attractive

Most Frequently Purchased Promo Items



- Apparel
- Drinkware
- Writing Instruments
- Bags
- Caps & Headwear

Be Remembered

55% of consumers are well aware of advertisers' intentions

88% of consumers recalled the advertiser

62% recalled the message

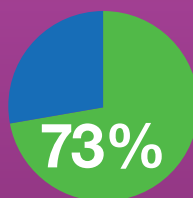


Appeal to Your Audience

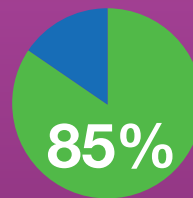
Engage one or more of their 5 senses with promo products



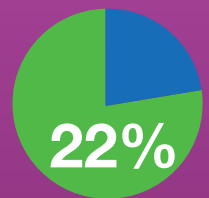
Close the Sale



73%
consumers use promo products weekly



85%
consumers did business with the advertiser after receiving a promo item



22%
more referrals to sales people who gave out promotional gifts

Source: Promotional Products Association International (PPAI) TKO Marketing Solutions

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PROMOTIONAL PRODUCTS

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