

The Effectiveness Of Promotional Products As An Advertising Medium



The Message

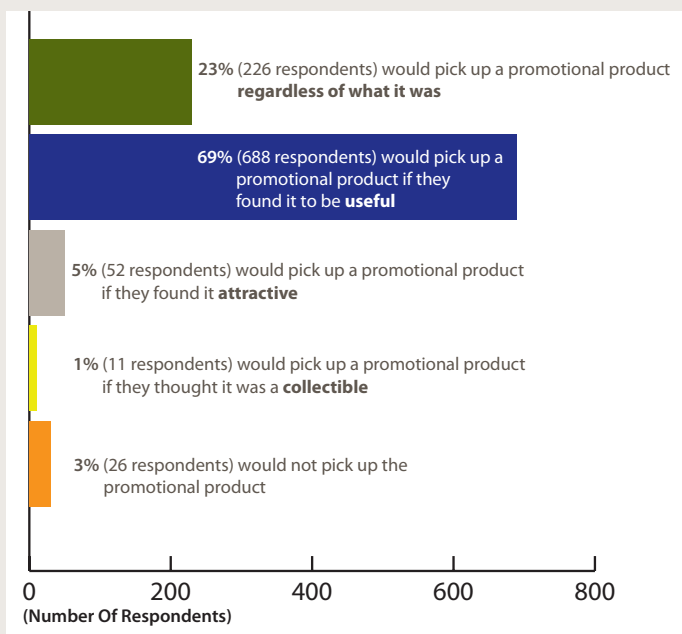
How do recipients feel about receiving a promotional product? What purpose do they think the item serves? What actions do they take? These are crucial questions every advertiser should know and understand, as the answers can have a dramatic impact on their ROI.

How Consumers Feel:

- 83% of American consumers surveyed like receiving a promotional product with an advertising message
- 48% would like to receive promotional products more often
- 38% feel promotional products serve as a constant reminder of the advertiser

How Consumers Act:

If free promotional products were being handed out by an advertiser at an event/mall/tradeshow which of the following actions would consumers most likely take?



A Study Of American Consumers Shows:

They love promotional products. For more than 200 years, these vehicles of promotion have integrated their way into daily life, serving not only as useful tools, but as powerful, long-lasting advertising.

In an effort to better understand this mutually beneficial relationship, a 2009 PPAI study fielded by MarketTools Inc., turned to consumers to evaluate their actions, reactions and response when it comes to promotional products.

The Result

Consumers are inundated with advertising messages and the challenge for businesses is find a way to **cut through the clutter** and to not only **reach their target audience**, but to **resonate with them**. And, according to survey respondents, **promotional products do just that**.

Respondents were asked to think of a promotional product they'd received in the past two years and to **recall** the specific **product**, the **advertiser** and the **message**: **A whopping 76.2% recalled all three key pieces of information.**

The Staying Power

Promotional products are powerful, both as effective forms of communication and as useable, necessary tools. The following results reveal just how seamlessly promotional products integrate into life, impacting the daily routines of the recipients.

- 91% had at least one promotional product in their kitchen
- 74% had at least one promotional product in their work area
- 55% had at least one promotional product in their bedroom closet/storage space

The Takeaway

Overcome an end buyer's objections with solid, statistics-driven research that shows that their target audience: **Likes** promotional products. **Keeps** promotional products. **Wants** more promotional products. And, to illustrate the direct impact to **their** bottom line, add in the impressive recall rate and strong purchase habits post-receipt.

For questions, contact PPAI Research at Research@ppai.org or call 888-IAM-PPAI (426-7724).

To access the **complete 10-page study**, visit www.ppai.org, click on Prospective Members, Sales & Marketing Solutions and select Research.

Recall

Who are the advertisers consumers remember?

Below is a sampling of those mentioned:

American Heart Association
Boise State University
Chase Bank
CVS Drug Store
Domino's Pizza®
England Family Plumbing
FedEx®
Gold Medal Physical Therapy
Humane Society
Indianapolis Indians
Jenny Craig
KAAM radio
Life South Blood Bank
Mucinex®
Nova Middle School
Oregon SHIBA
Planet Fitness®
Quest Diagnostics, Inc.
Robert Morris University
St Jude
TYLENOL®
USAA
Value Rooter
Weyerhaeuser
Xanadoo
YMCA
Zikans Store

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Methodology:

Fielded through MarketTools Inc, this study was designed and conducted by PPAI. The final sample consisted of a panel of 1,005 consumers who recalled receiving a promotional product in the past 24 months. If they had not received a promotional product in the past 24 months they were screened out of the sample. All questions were answered by 1,005 respondents.