

# PROMOTIONAL PRODUCTS WORK!

## Advertising Recall:



**88%**  
recalled the advertiser

**62%**

recalled the message

## Eight In Ten Consumers Own 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

**PPAI**

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