

THE POWER OF **PROMOTIONAL PRODUCTS**



THE POWER OF PROMOTIONAL PRODUCTS

Whether you're young or just young at heart, it's unanimous:
PROMO IS EVERYONE'S FAVOURITE
 FORM OF ADVERTISING!

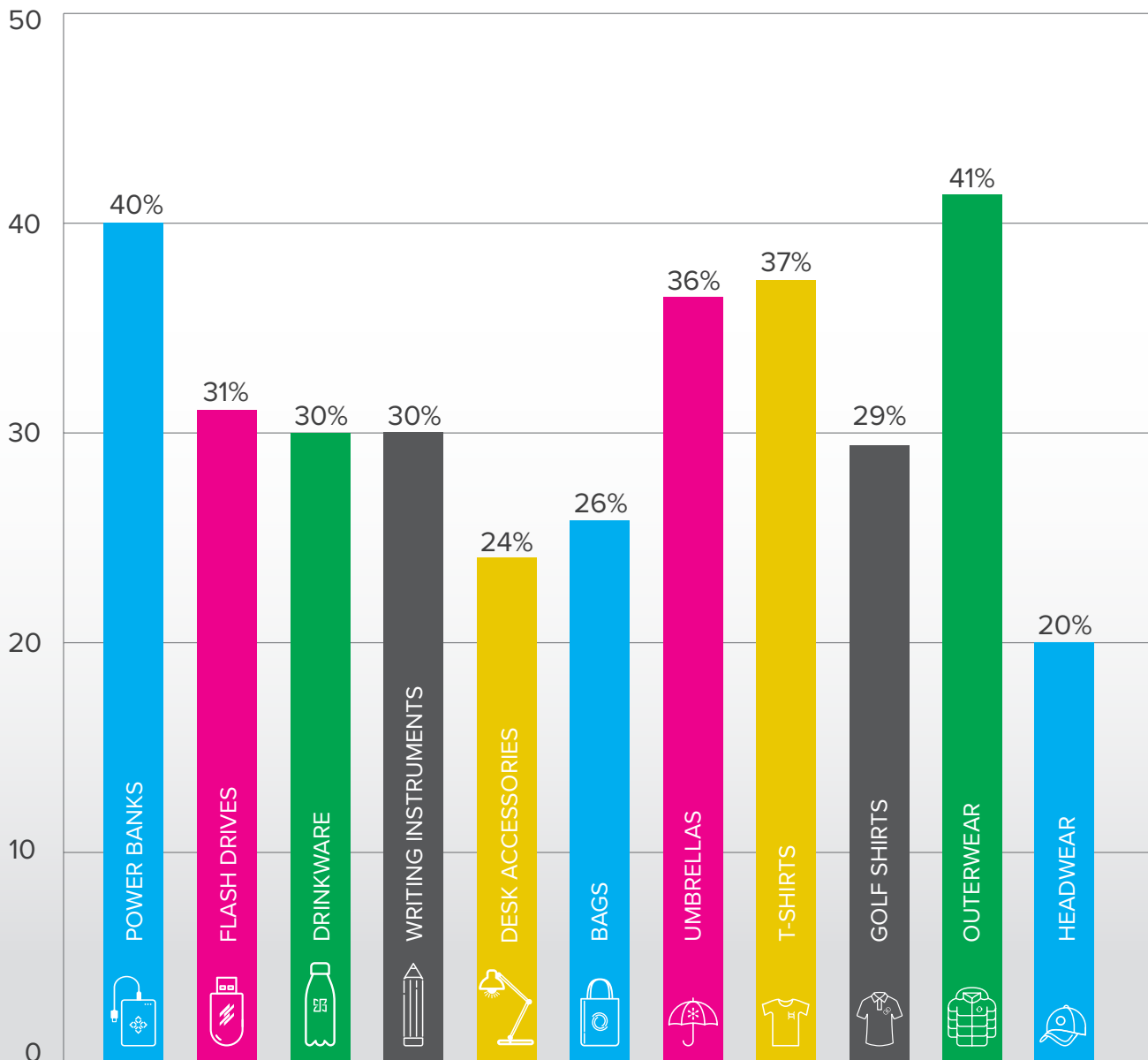
RANK OF ADVERTISING PREFERENCE


18-24	25-34	35-44	45-54	55-64	65+
← 1. PROMOTIONAL PRODUCTS →					
2. 	2. 	2. 	2. 	2. 	2. 
3. 	3. 	3. 	3. 	3. 	3. 
4. 	4. 	4. 	4. 	4. 	4. 
5. 	5. 	5. 	5. 	5. 	5. 
6. 	6. 	6. 	6. 	6. 	6. 
7. 	7. 	7. 	7. 	7. 	7. 

THE POWER OF PROMOTIONAL PRODUCTS

PROMO PRODUCTS influence behavior and the likelihood of consumers to do **BUSINESS** with the **ADVERTISER**.

PERCENTAGE OF CONSUMERS MORE LIKELY TO DO BUSINESS WITH THE ADVERTISER THAT GAVE THEM THE PROMO PRODUCT



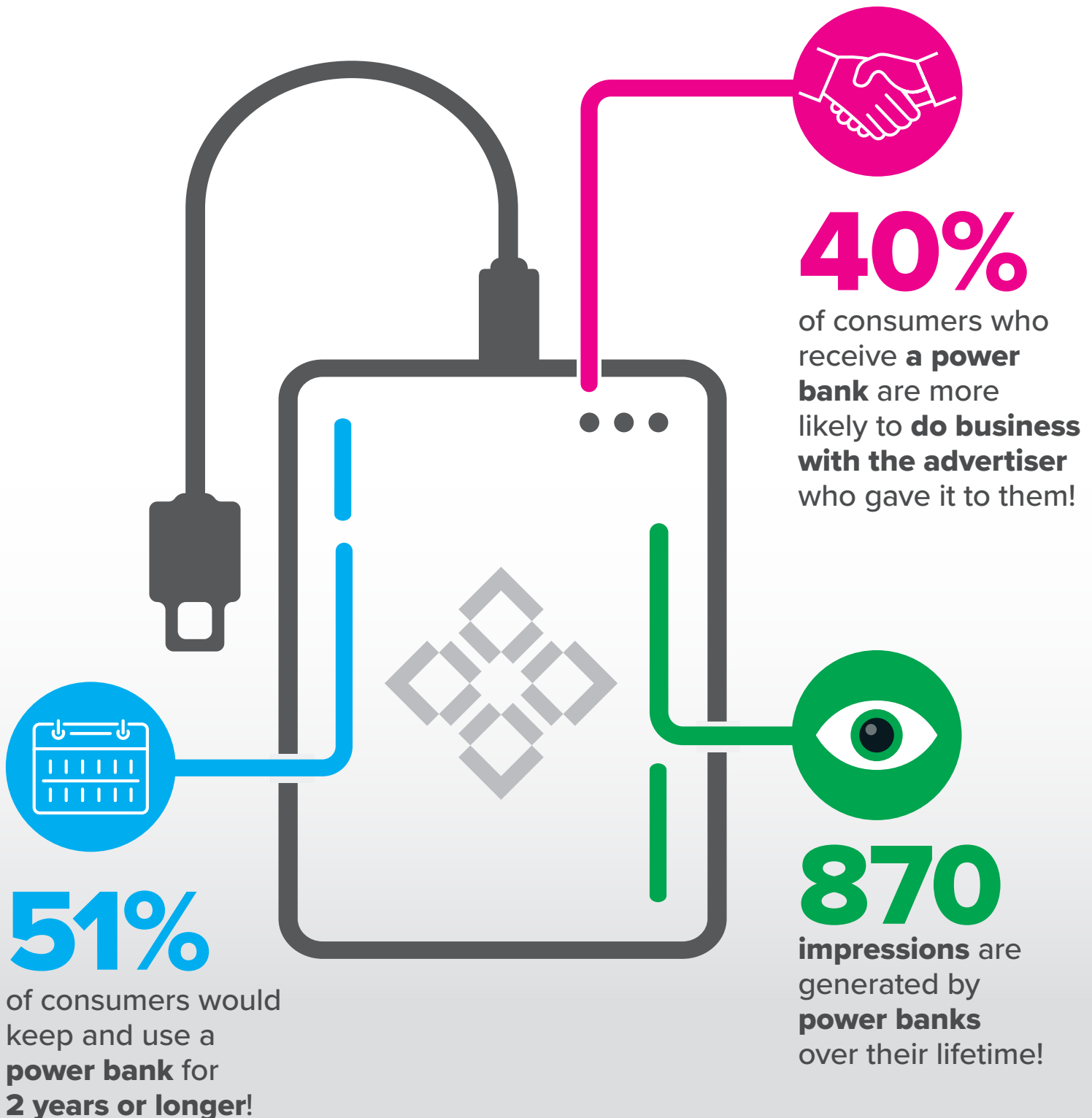


THE IMPACT, LONGEVITY AND NUMBER OF IMPRESSIONS OF A PRODUCT



THE POWER OF PROMOTIONAL PRODUCTS

POWER BANKS



THE POWER OF PROMOTIONAL PRODUCTS

FLASH DRIVES

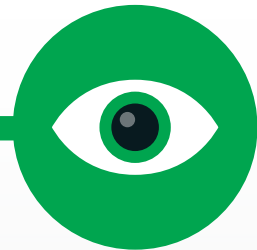


31%

of consumers who receive a **memory stick** are more likely to **do business with the advertiser** who gave it to them!

851

impressions are generated by **Flash Drives** over their lifetime!

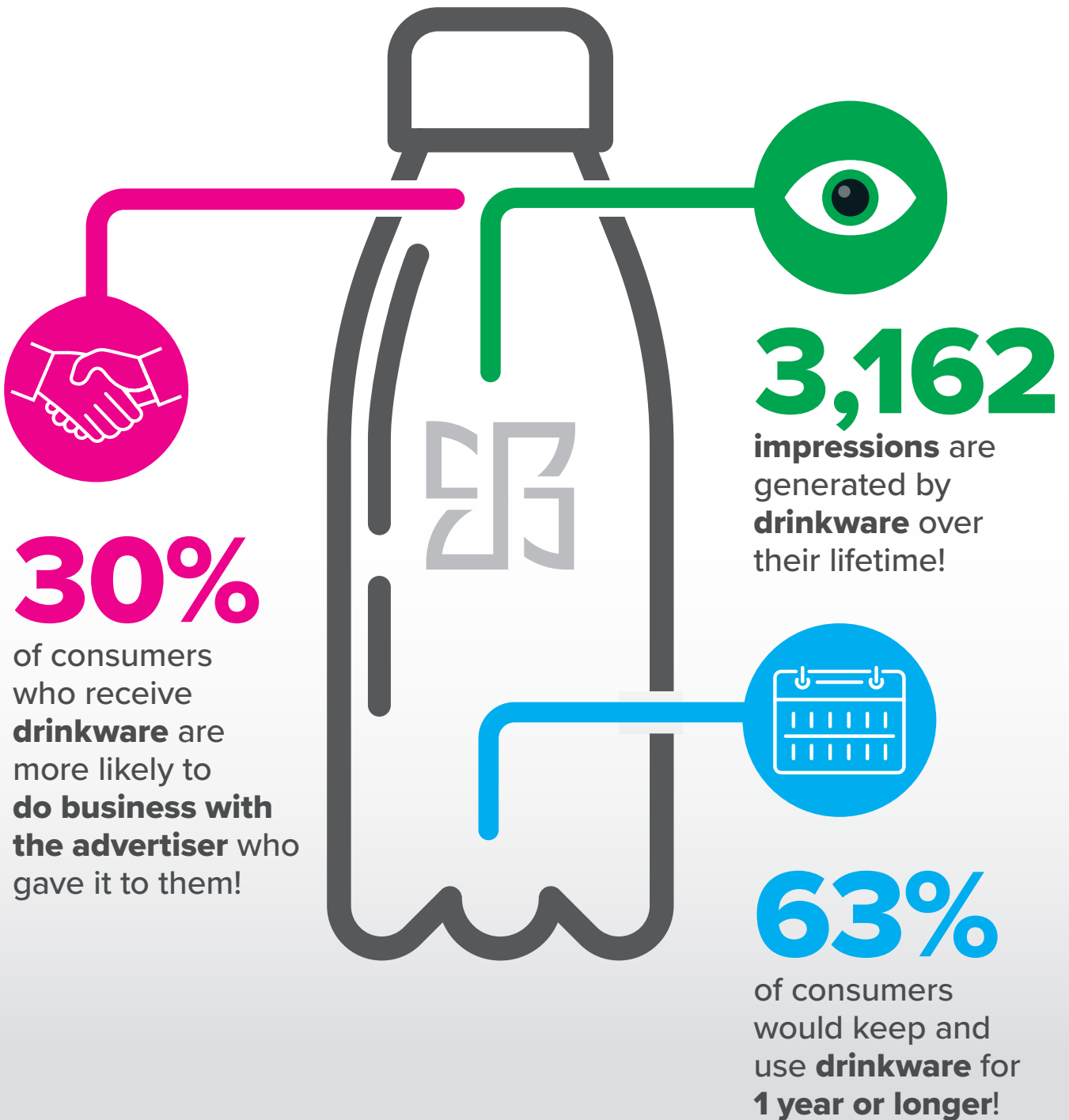


44%

of consumers would keep and use a **memory stick** for **2 years or longer!**

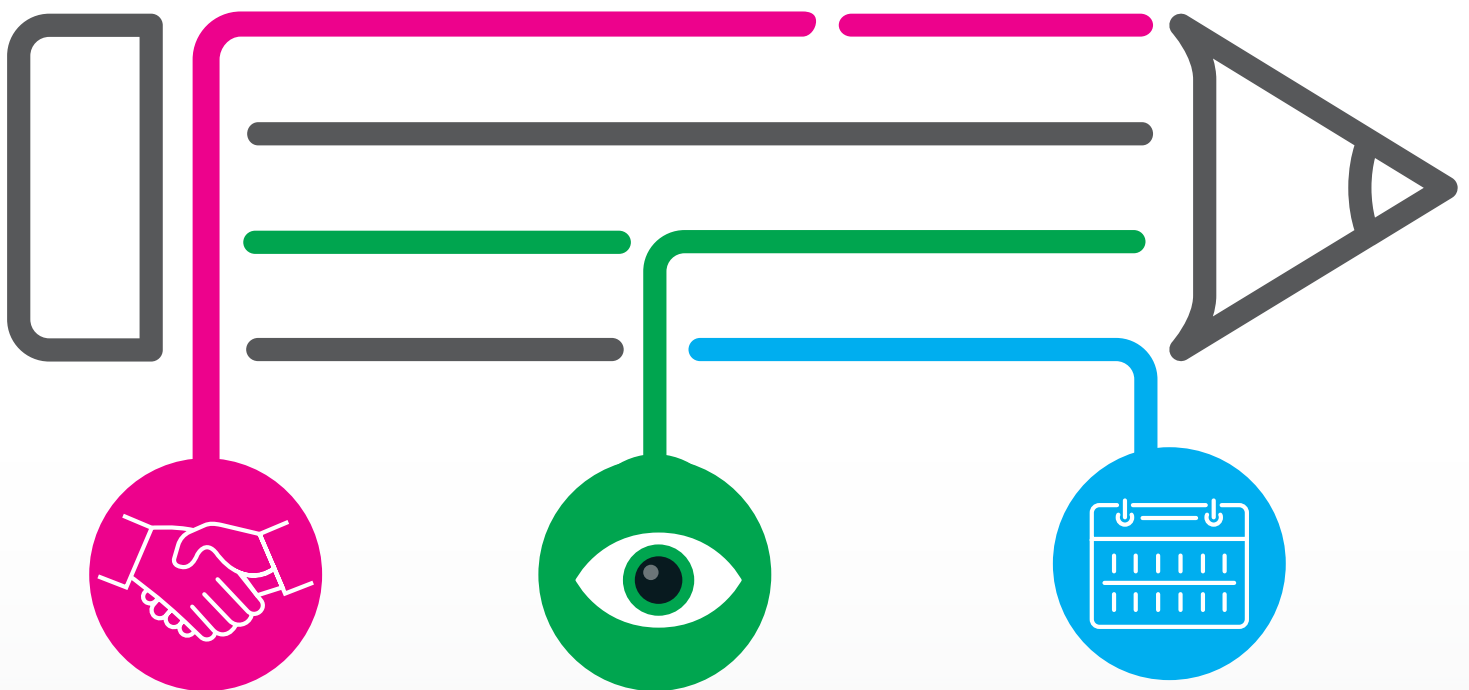
THE POWER OF PROMOTIONAL PRODUCTS

DRINKWARE



THE POWER OF PROMOTIONAL PRODUCTS

WRITING INSTRUMENTS



30%

of consumers who receive **drinkware** are more likely to **do business with the advertiser** who gave it to them!

2,436

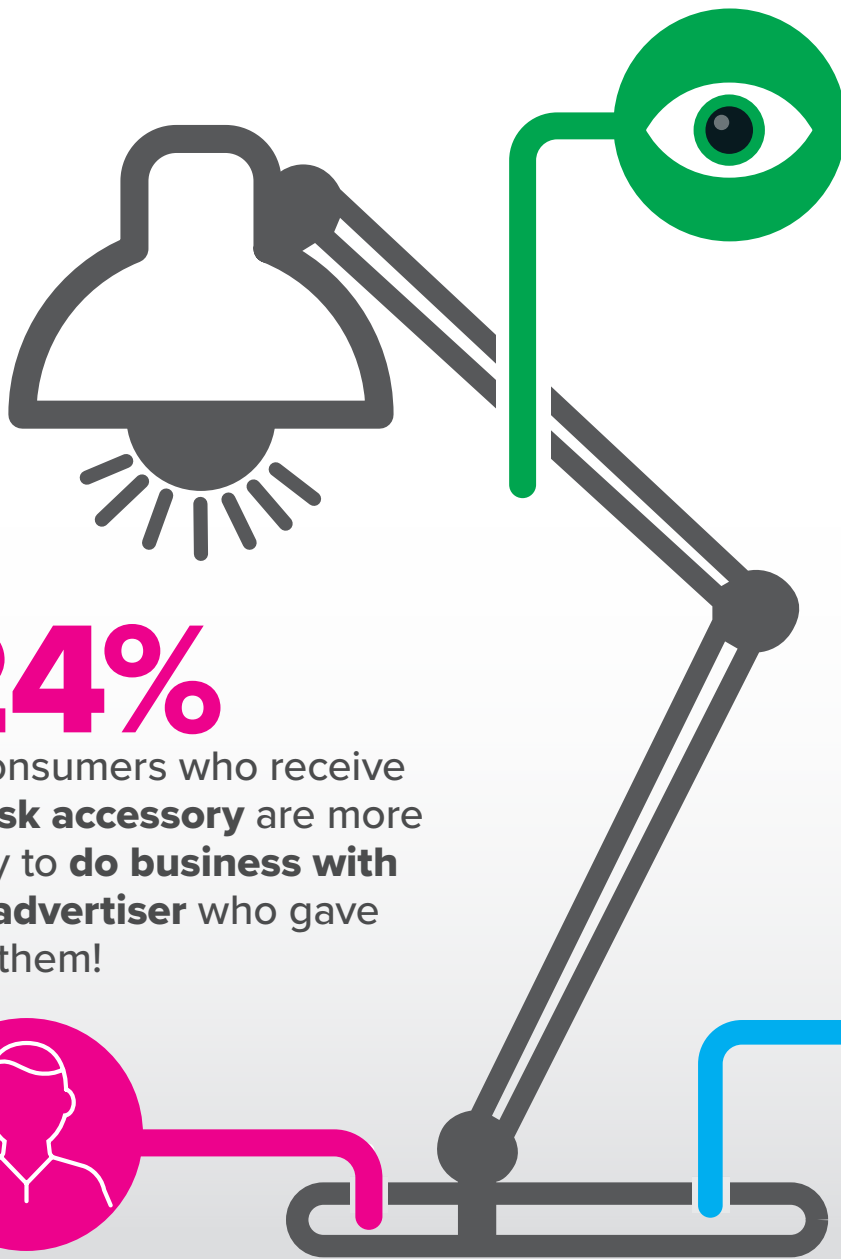
impressions are generated by **writing instruments** over their lifetime!

52%

of consumers would keep and use a **writing instrument** for **1 year or longer!**

THE POWER OF PROMOTIONAL PRODUCTS

DESK ACCESSORIES



2,314

are generated by **desk accessories** over their lifetime!

24%

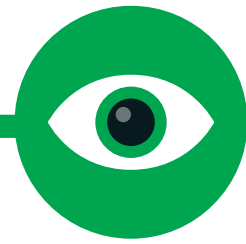
of consumers who receive a **desk accessory** are more likely to **do business with the advertiser** who gave it to them!

58%

of consumers would keep and use **desk accessories** for 1 year or longer!

THE POWER OF PROMOTIONAL PRODUCTS

BAGS



1,940

impressions are generated by **bags** over their lifetime!



26%

of consumers who receive a **bag** are more likely to **do business with the advertiser** who gave it to them!



43%

of consumers would keep and use a **bag** for **2 years or longer!**

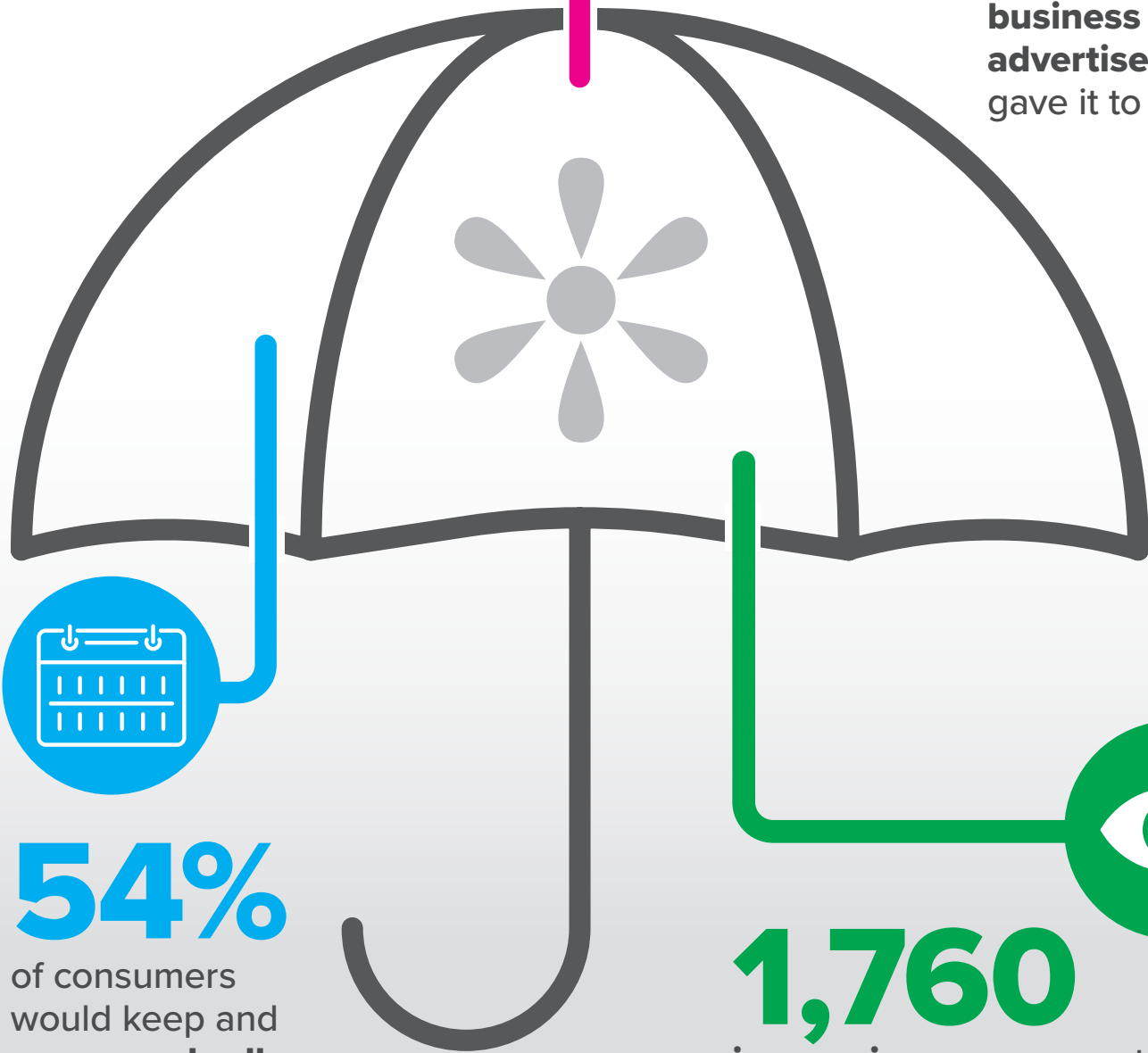
THE POWER OF PROMOTIONAL PRODUCTS

UMBRELLAS



36%

of consumers who receive an **umbrella** are more likely to **do business with the advertiser** who gave it to them!



54%

of consumers would keep and use an **umbrella** for **2 years or longer!**

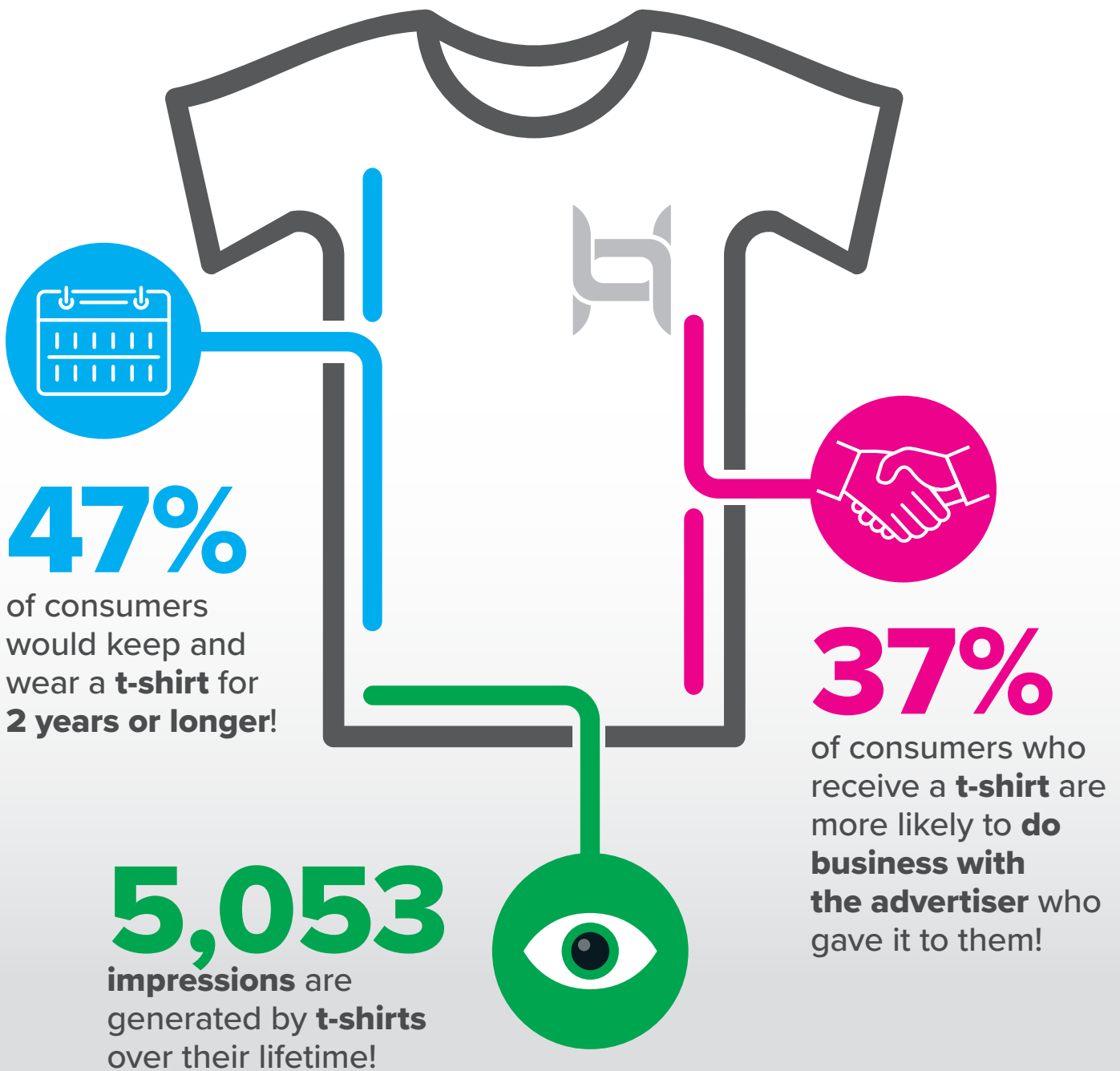


1,760

impressions are generated by **umbrellas** over their lifetime!

THE POWER OF PROMOTIONAL PRODUCTS

T-SHIRTS

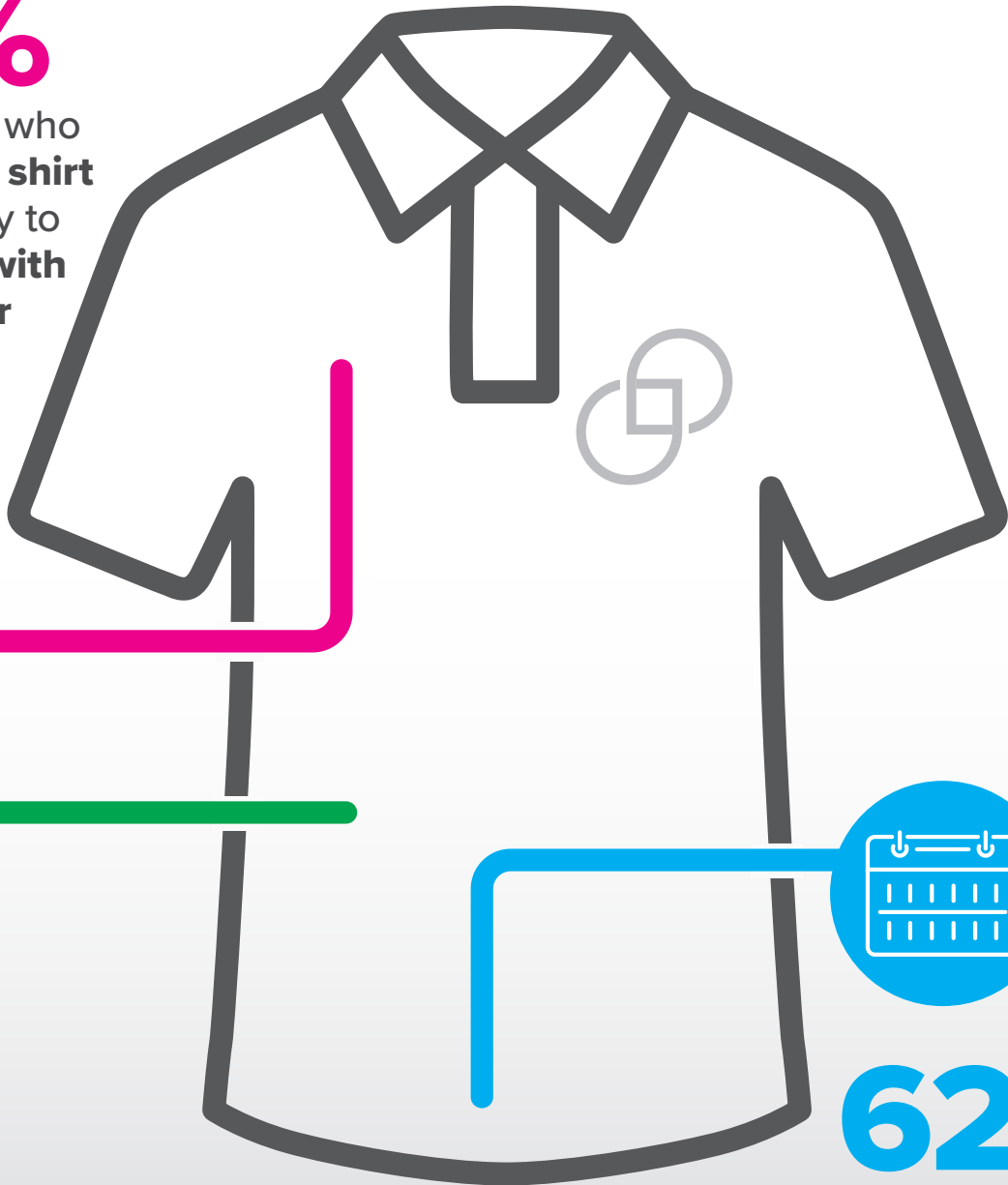


THE POWER OF PROMOTIONAL PRODUCTS

GOLF SHIRTS

29%

of consumers who receive a **golf shirt** are more likely to **do business with the advertiser** who gave it to them!



2,106

impressions are generated by **golf shirts** over their lifetime!



62%

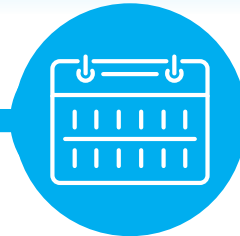
of consumers would keep and wear a **golf shirt** for **1 year or longer!**

THE POWER OF PROMOTIONAL PRODUCTS

OUTERWEAR

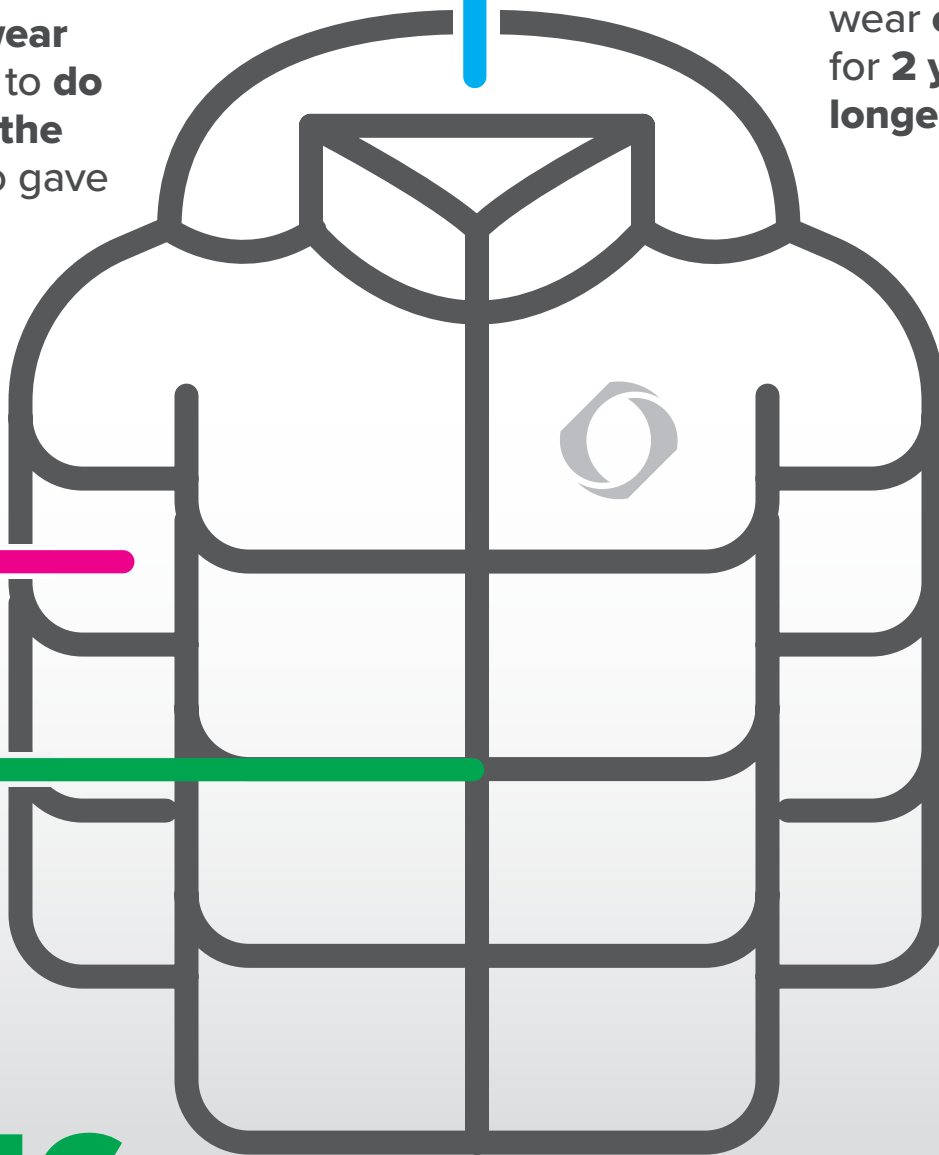
41%

of consumers who receive **outerwear** are more likely to **do business with the advertiser** who gave it to them!



61%

of consumers would keep and wear **outerwear** for **2 years or longer!**



7,856

impressions are generated by **outerwear** over their lifetime!

THE POWER OF PROMOTIONAL PRODUCTS

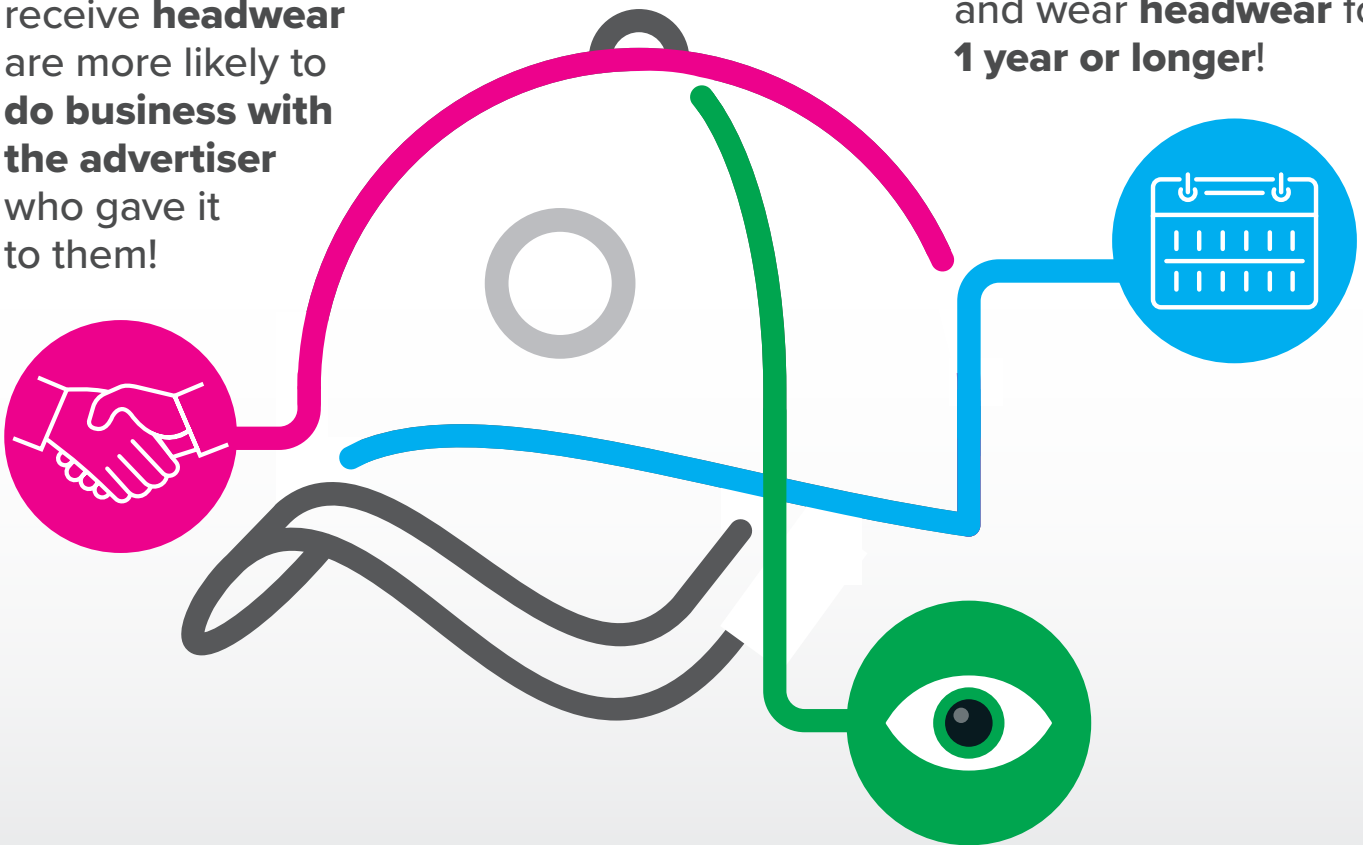
HEADWEAR

20%

of consumers who receive **headwear** are more likely to **do business with the advertiser** who gave it to them!


56%

of consumers would keep and wear **headwear** for **1 year or longer!**



3,380

impressions are generated by **headwear** over their lifetime!



MOST INFLUENTIAL PRODUCTS



THE POWER OF PROMOTIONAL PRODUCTS

TOP 3 MOST INFLUENTIAL PROMO PRODUCTS AMONG MEN



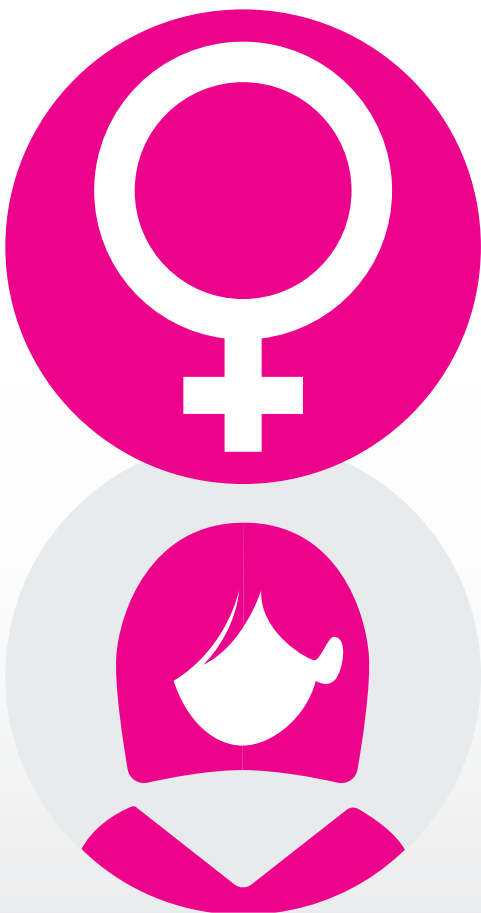
1. OUTERWEAR

2. GOLF SHIRTS

**3. WRITING
INSTRUMENTS**

THE POWER OF PROMOTIONAL PRODUCTS

TOP 3 MOST INFLUENTIAL PROMO PRODUCTS AMONG WOMEN



1. OUTERWEAR

2. BAGS

3. DRINKWARE

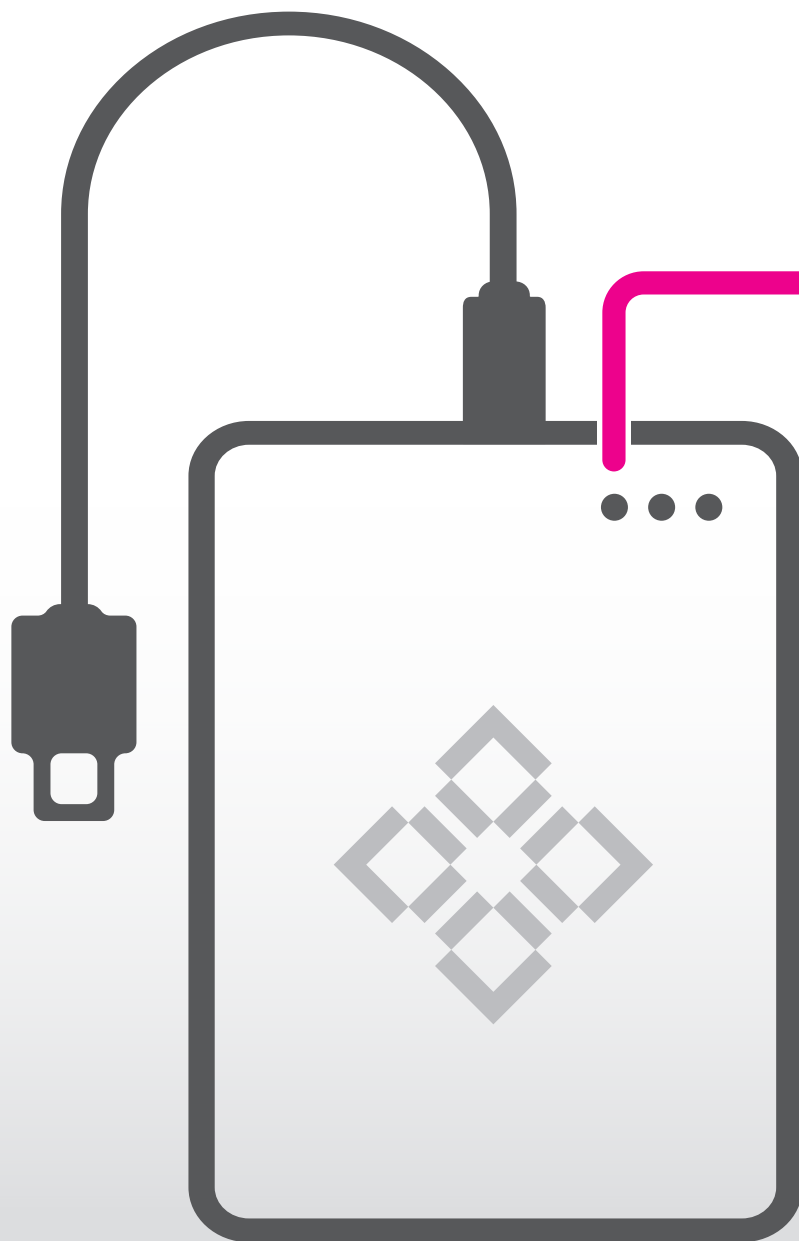


IMPACT ON BUSINESS



THE POWER OF PROMOTIONAL PRODUCTS

POWER BANKS



40%

of consumers who receive a **power bank** are more likely to **do business with the advertiser** who gave it to them!

THE POWER OF PROMOTIONAL PRODUCTS

FLASH DRIVES



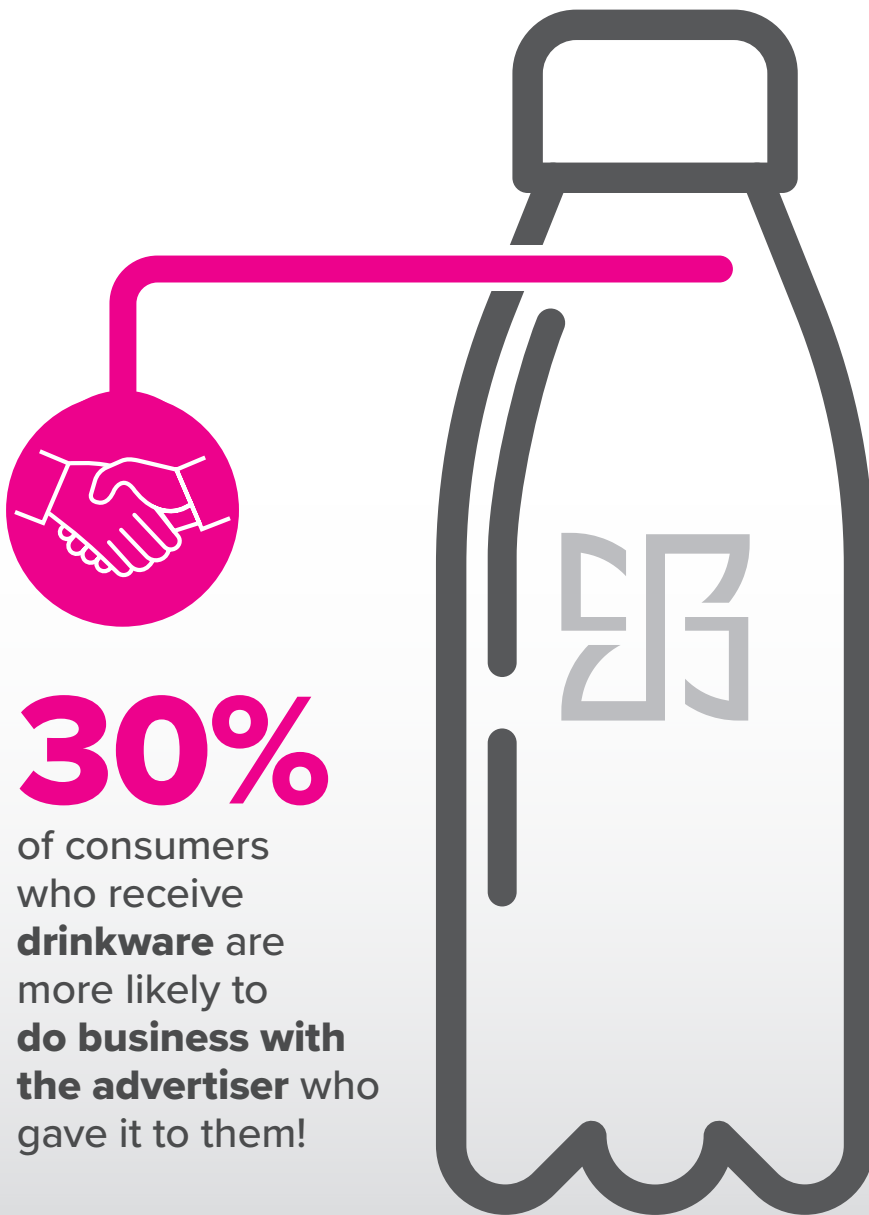
31%

of consumers who receive a **memory stick** are more likely to **do business with the advertiser** who gave it to them!



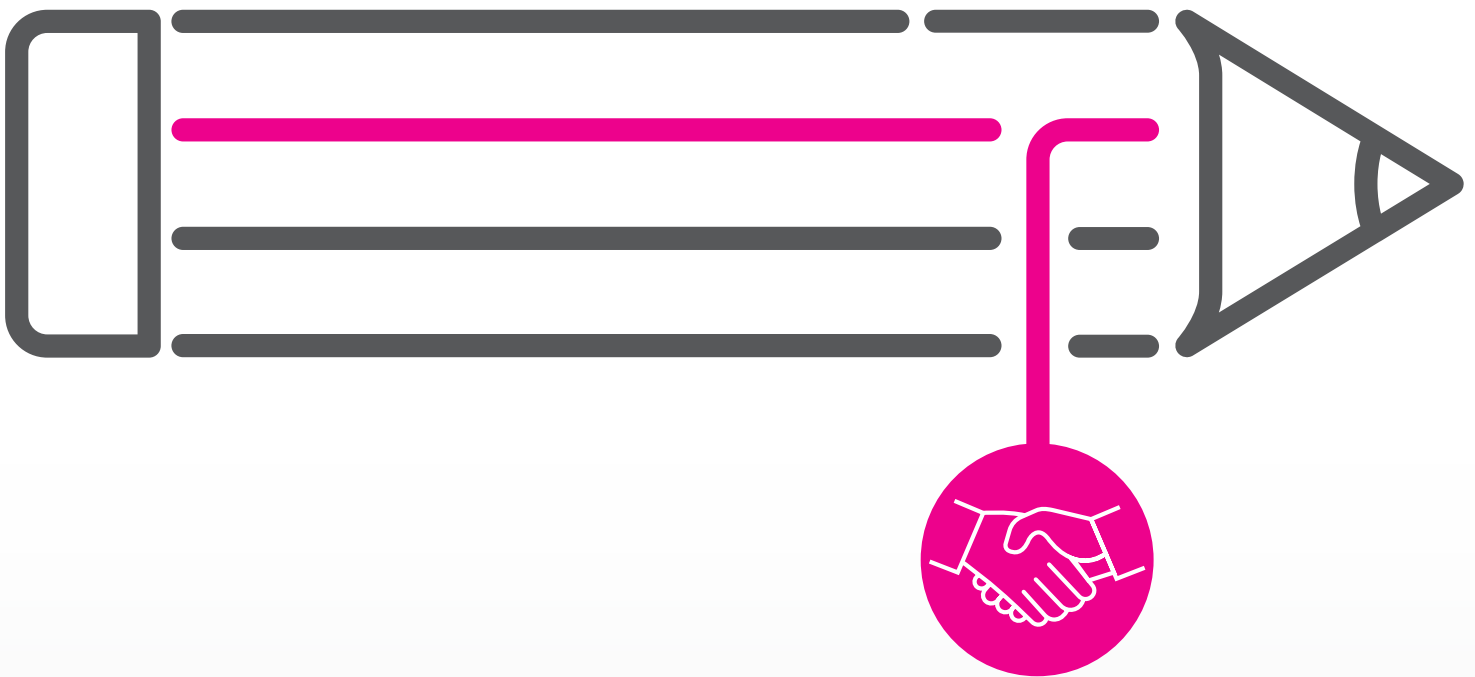
THE POWER OF PROMOTIONAL PRODUCTS

DRINKWARE



THE POWER OF PROMOTIONAL PRODUCTS

WRITING INSTRUMENTS

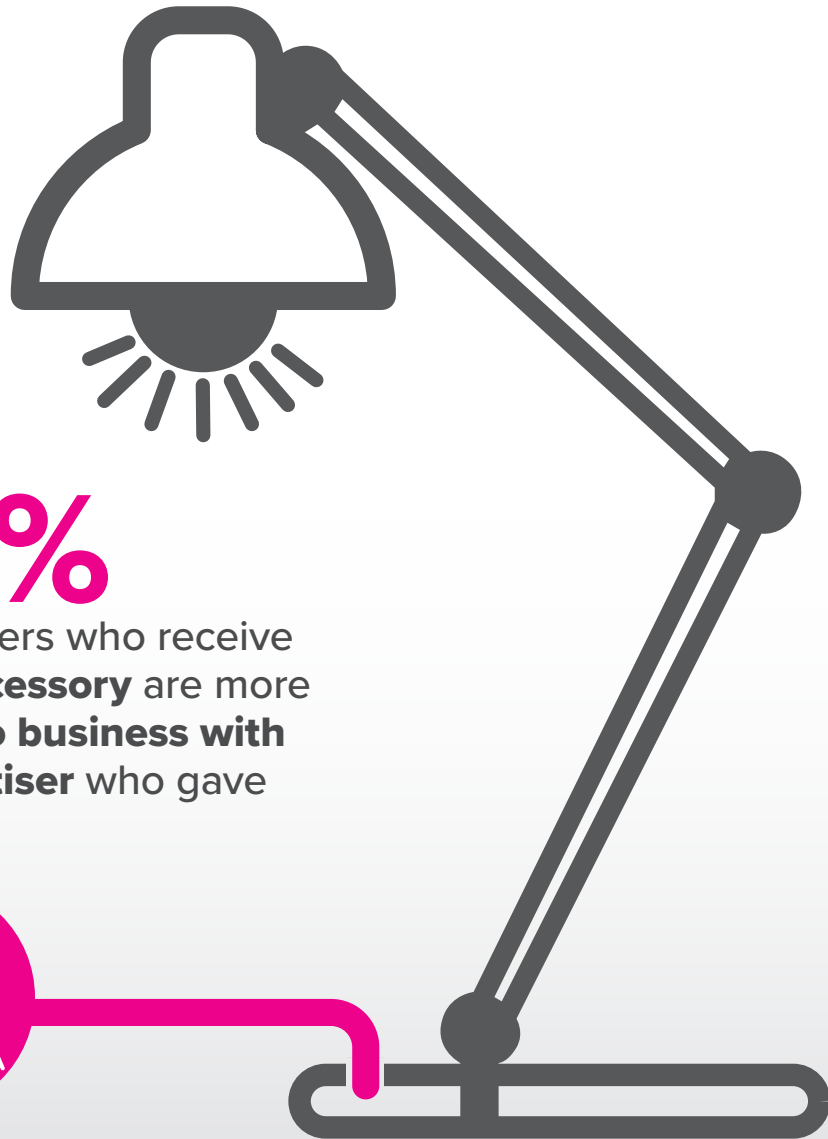


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of consumers who receive a **writing instrument** are more likely to **do business with the advertiser** who gave it to them!

THE POWER OF PROMOTIONAL PRODUCTS

DESK ACCESSORIES



24%

of consumers who receive a **desk accessory** are more likely to **do business with the advertiser** who gave it to them!



THE POWER OF PROMOTIONAL PRODUCTS

BAGS



26%

of consumers who receive a **bag** are more likely to **do business with the advertiser** the advertiser who gave it to them!

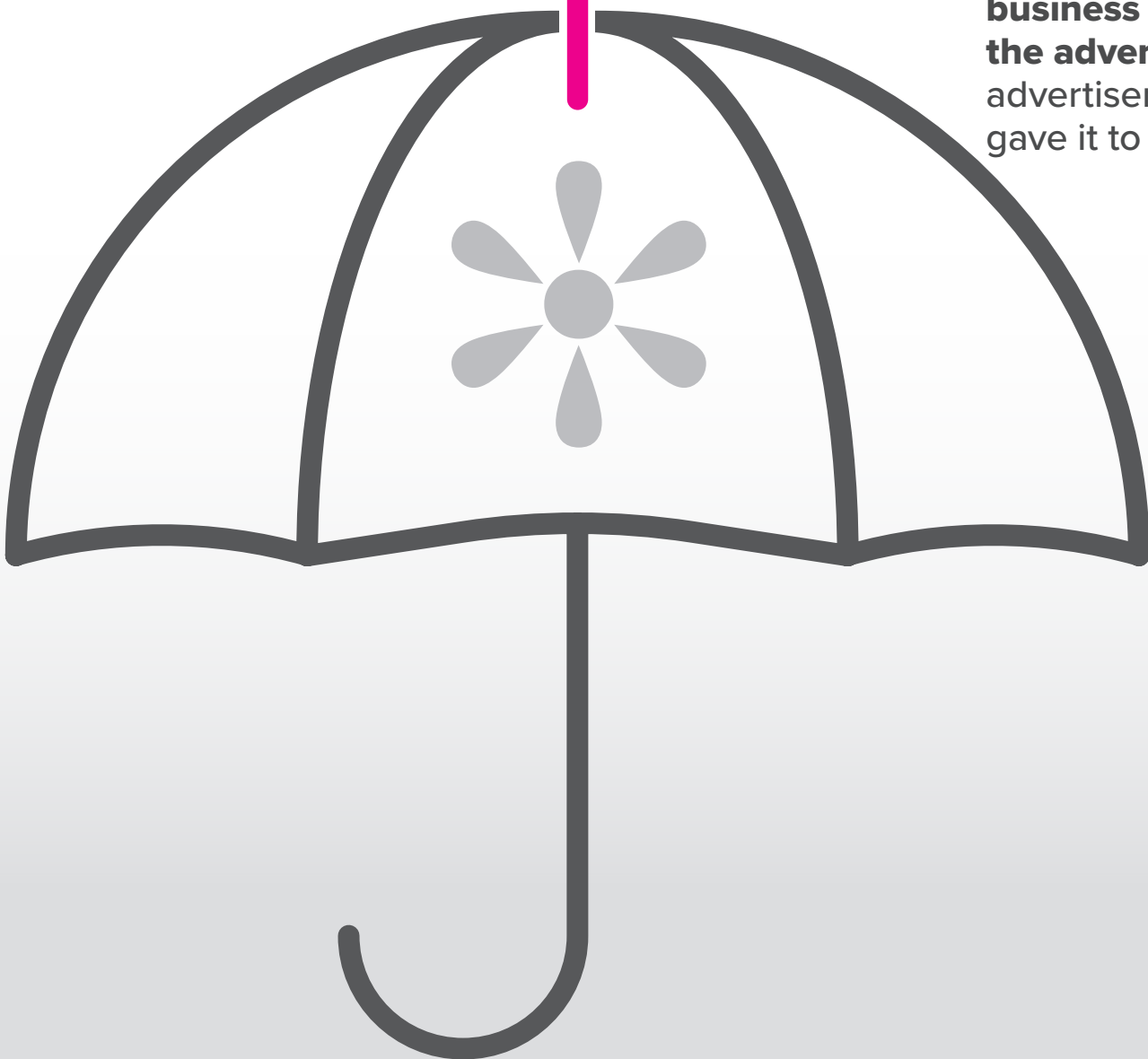
THE POWER OF PROMOTIONAL PRODUCTS

UMBRELLAS



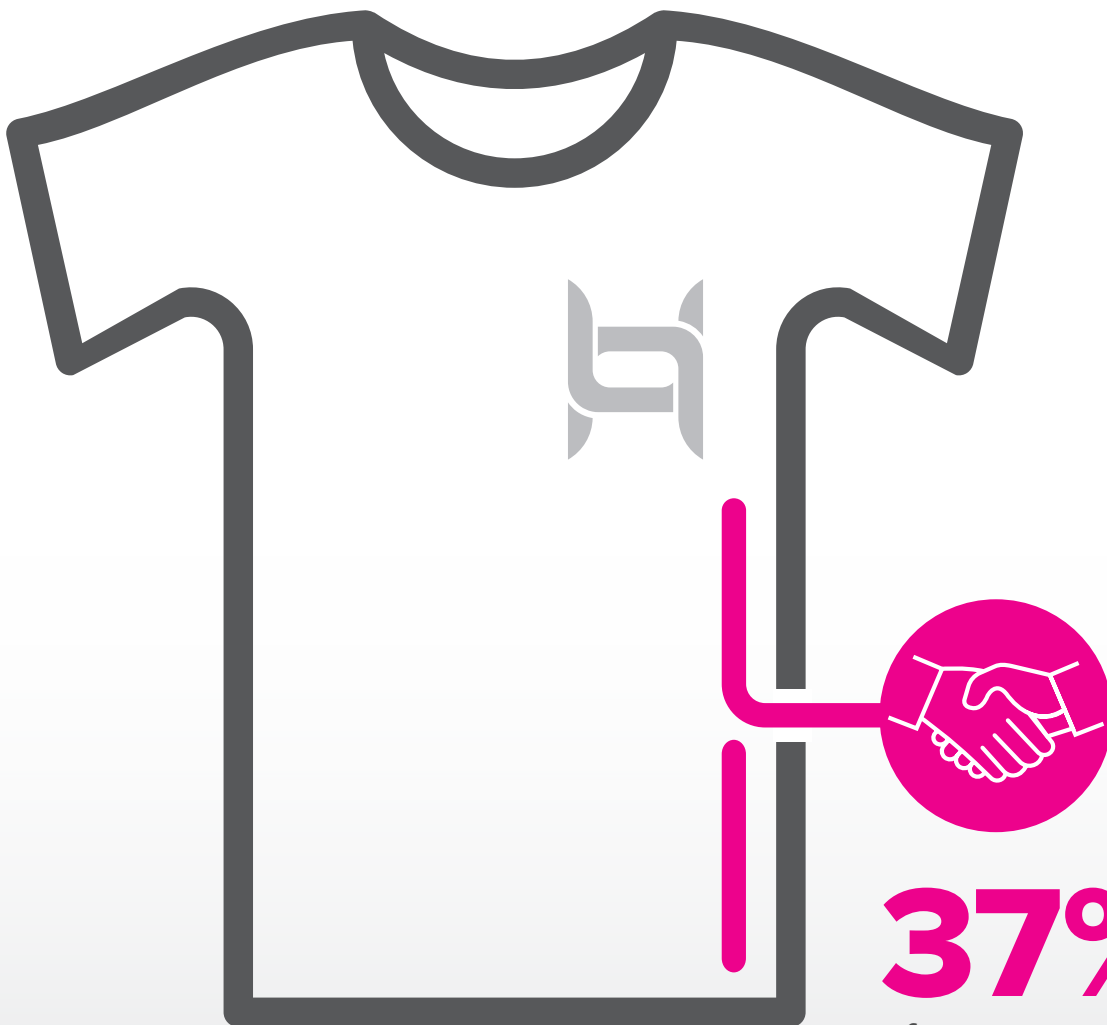
36%

of consumers who receive an **umbrella** are more likely to **do business with the advertiser** the advertiser who gave it to them!



THE POWER OF PROMOTIONAL PRODUCTS

T-SHIRTS

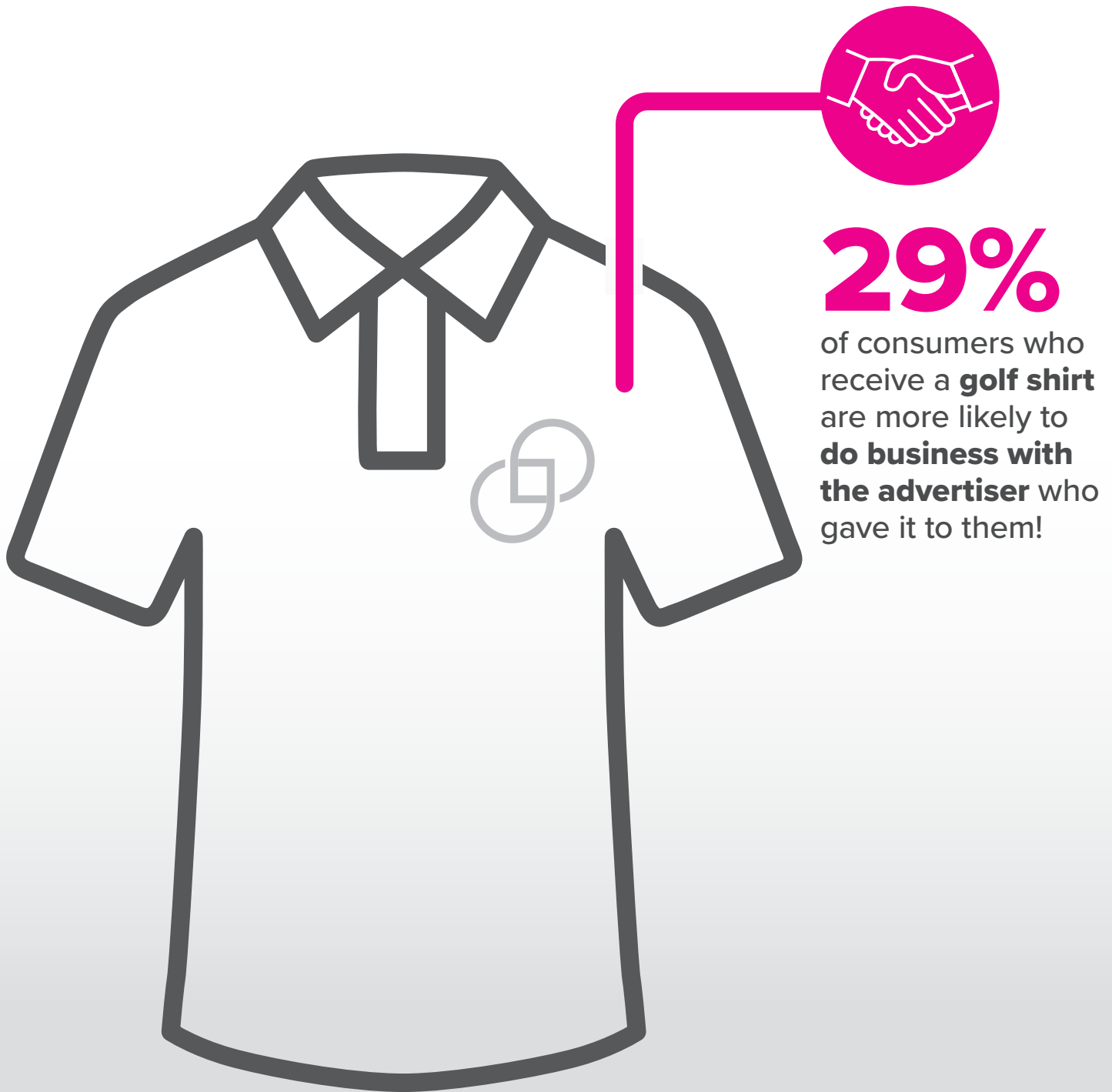


37%

of consumers who receive a **t-shirt** are more likely to **do business with the advertiser** who gave it to them!

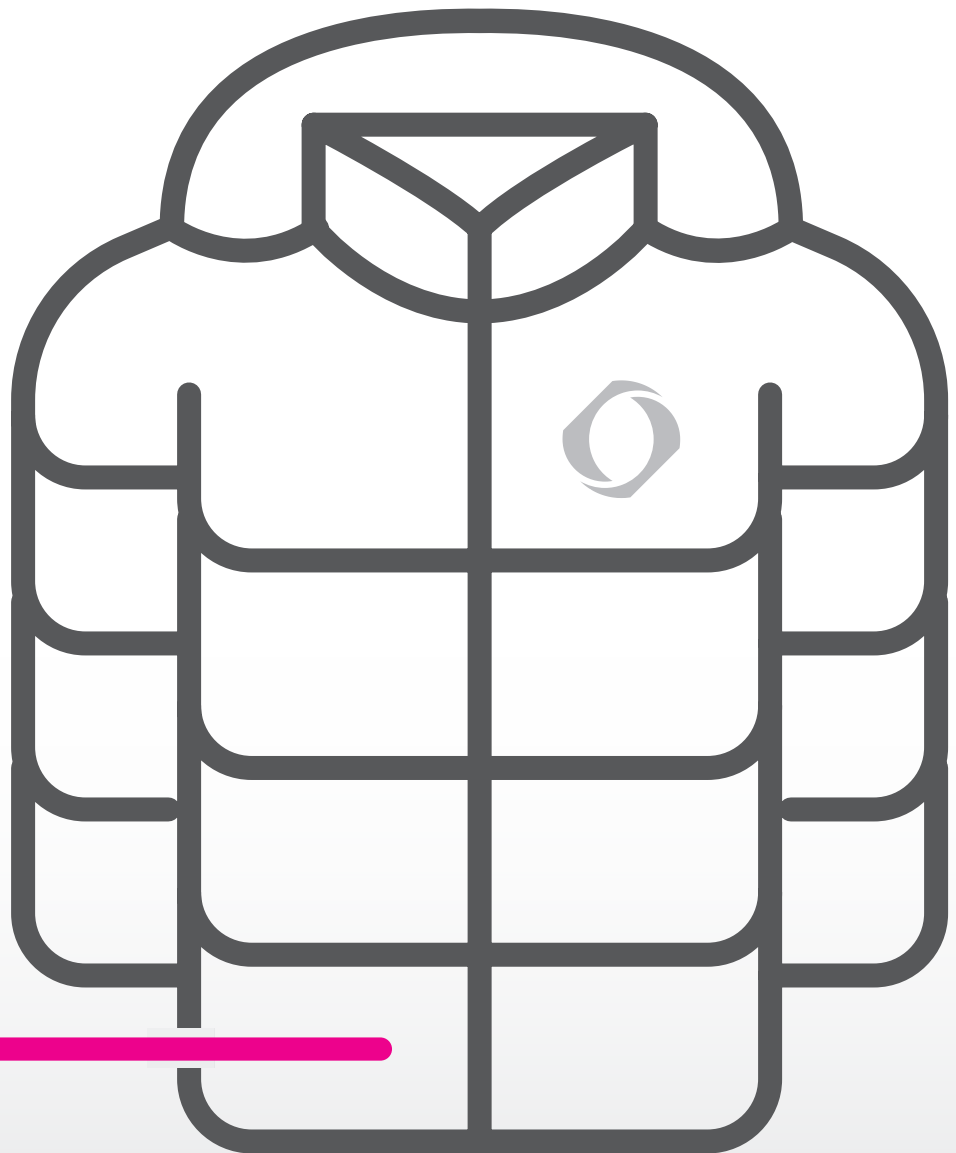
THE POWER OF PROMOTIONAL PRODUCTS

GOLF SHIRTS



THE POWER OF PROMOTIONAL PRODUCTS

OUTERWEAR



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THE POWER OF PROMOTIONAL PRODUCTS

HEADWEAR

20%

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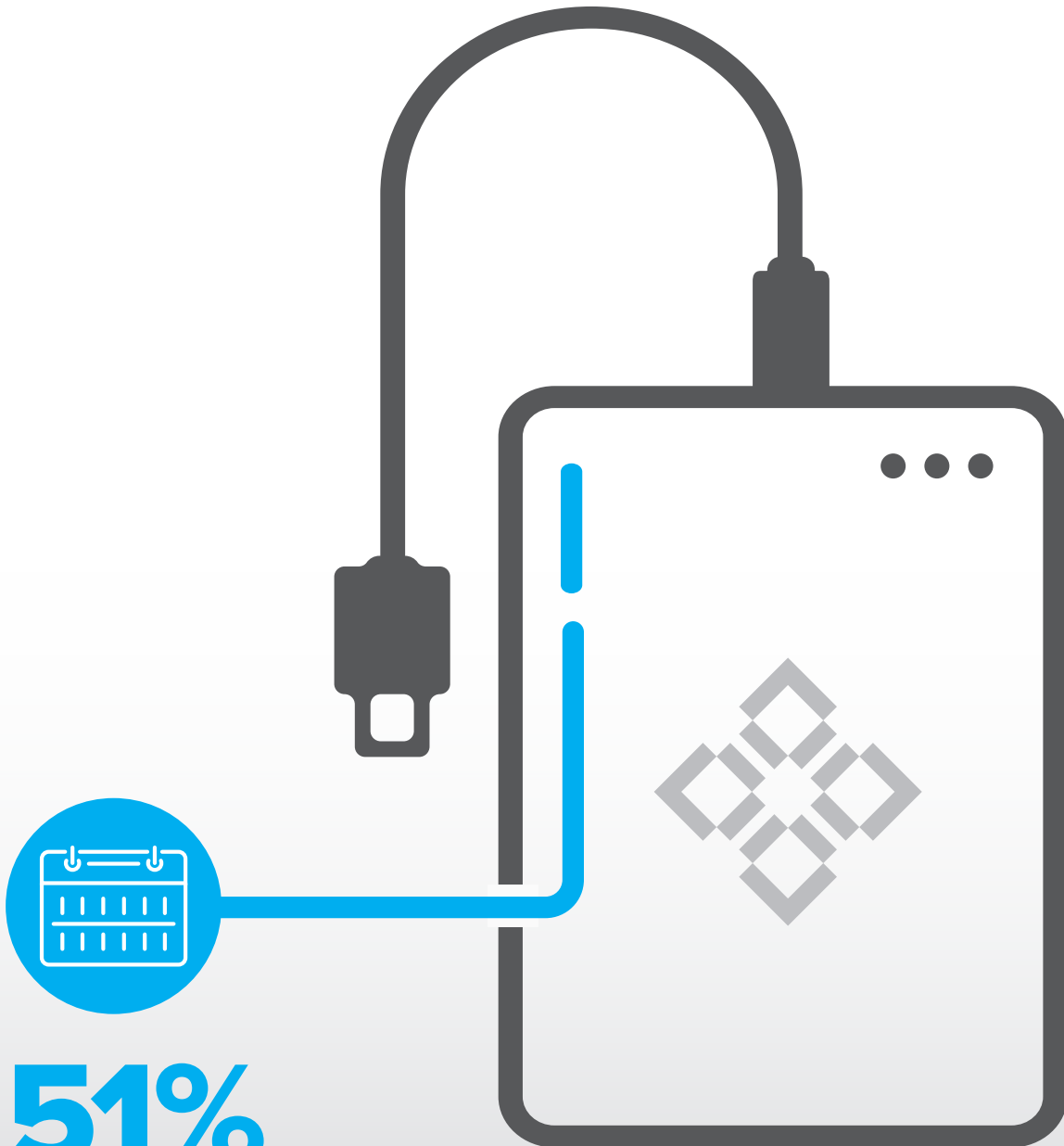


LONGEVITY



THE POWER OF PROMOTIONAL PRODUCTS

POWER BANKS



51%

of consumers would
keep and use a
power bank for
2 years or longer!

THE POWER OF PROMOTIONAL PRODUCTS

FLASH DRIVES

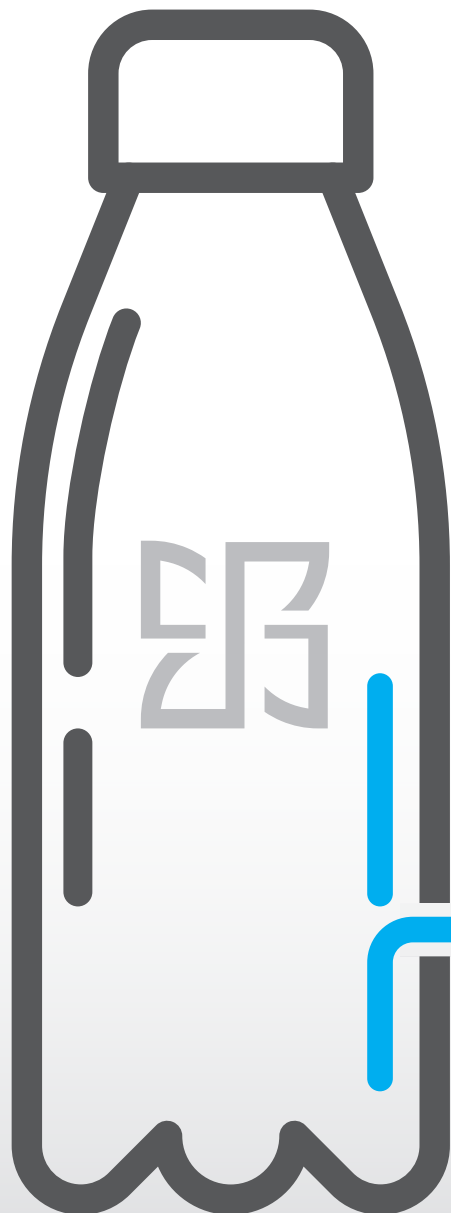


44%

of consumers would
keep and use a
memory stick for
2 years or longer!

THE POWER OF PROMOTIONAL PRODUCTS

DRINKWARE



63%

of consumers
would keep and
use **drinkware** for
1 year or longer!



THE POWER OF PROMOTIONAL PRODUCTS

WRITING INSTRUMENTS



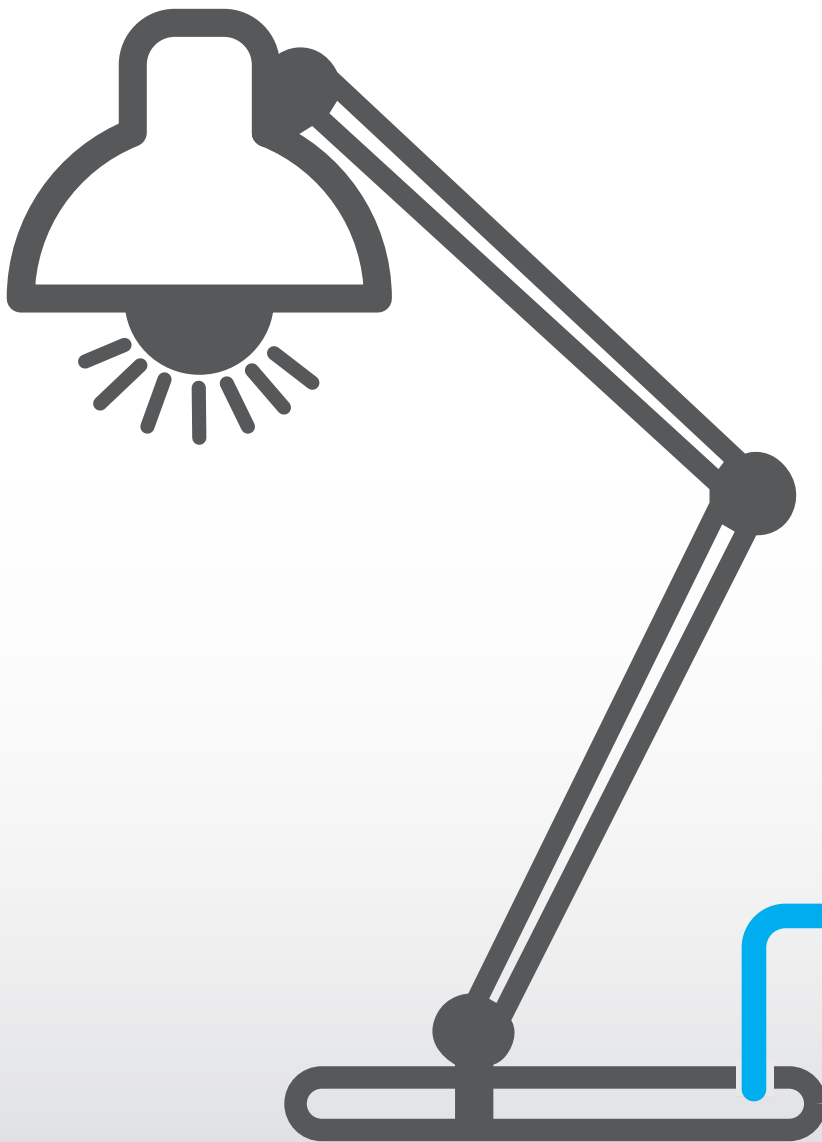
52%

of consumers would keep and use a **writing instrument** for **1 year or longer!**



THE POWER OF PROMOTIONAL PRODUCTS

DESK ACCESSORIES



58%

of consumers would
keep and use **desk
accessories** for 1 year
or longer!



THE POWER OF PROMOTIONAL PRODUCTS

BAGS

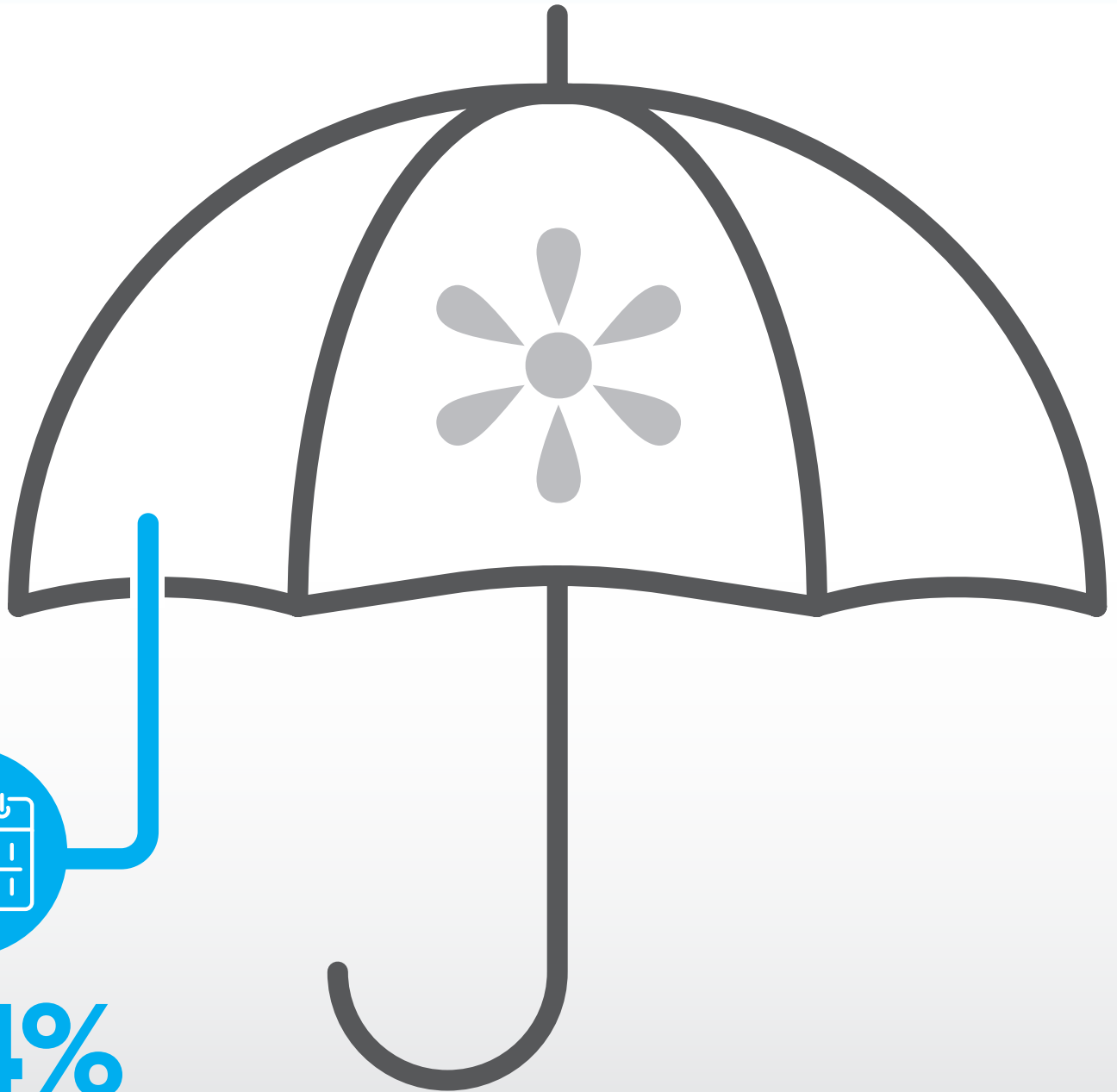


43%

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THE POWER OF PROMOTIONAL PRODUCTS

UMBRELLAS



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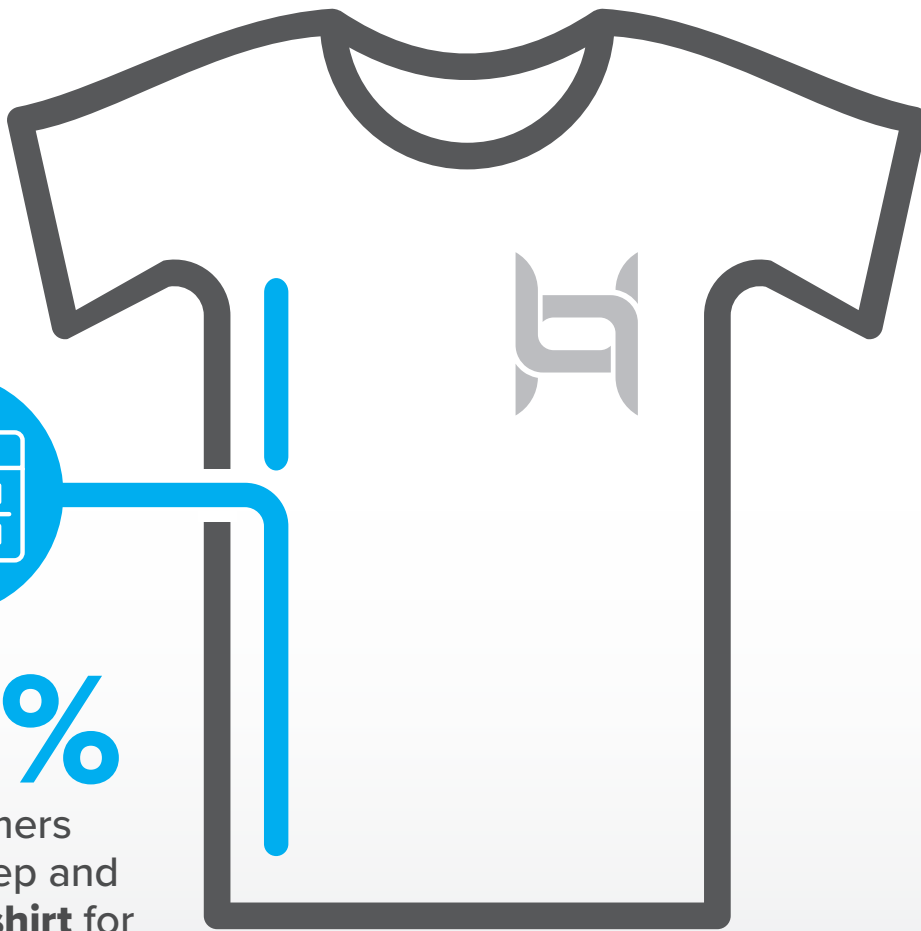
THE POWER OF PROMOTIONAL PRODUCTS

T-SHIRTS



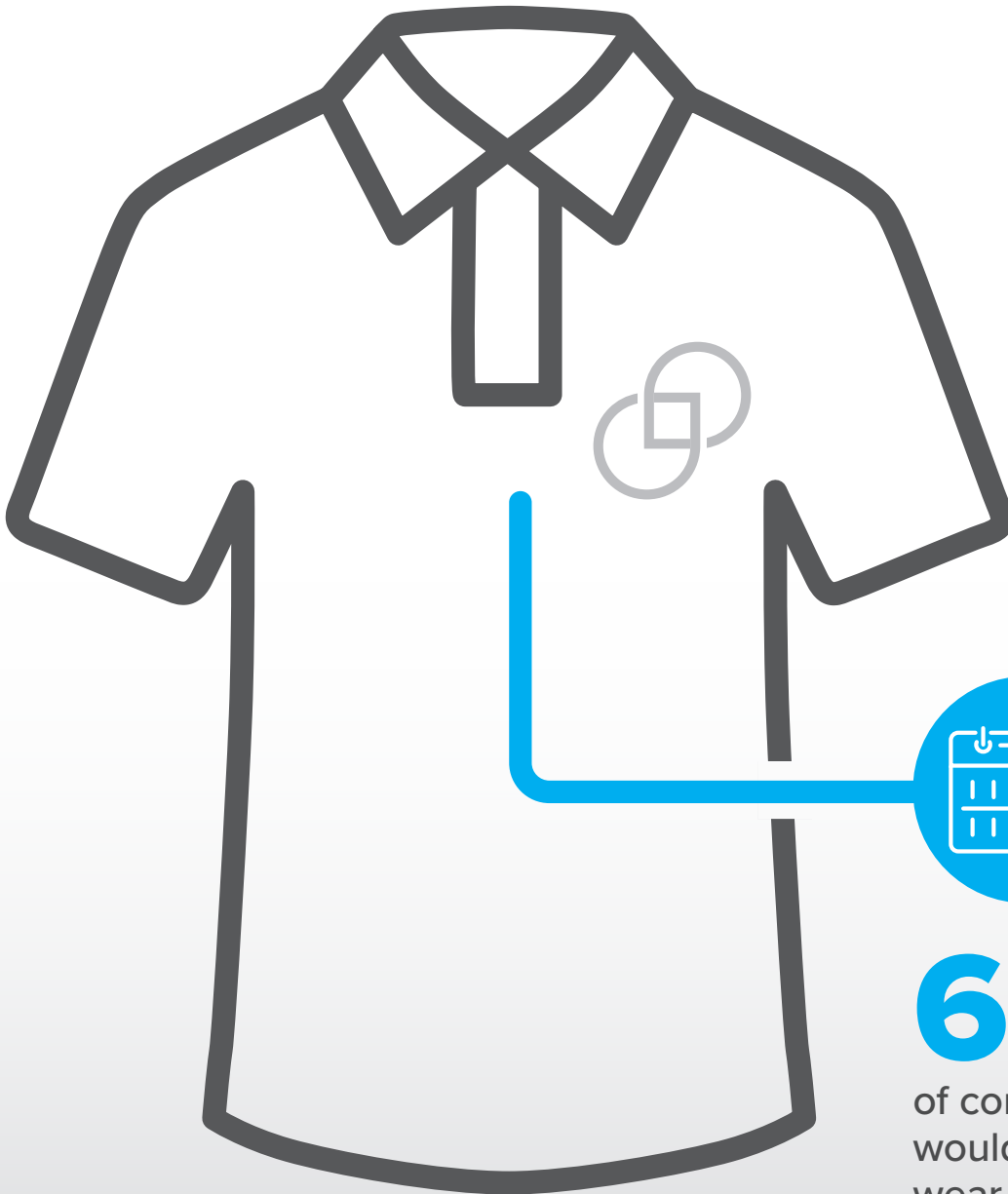
47%

of consumers
would keep and
wear a **t-shirt** for
2 years or longer!



THE POWER OF PROMOTIONAL PRODUCTS

GOLF SHIRTS

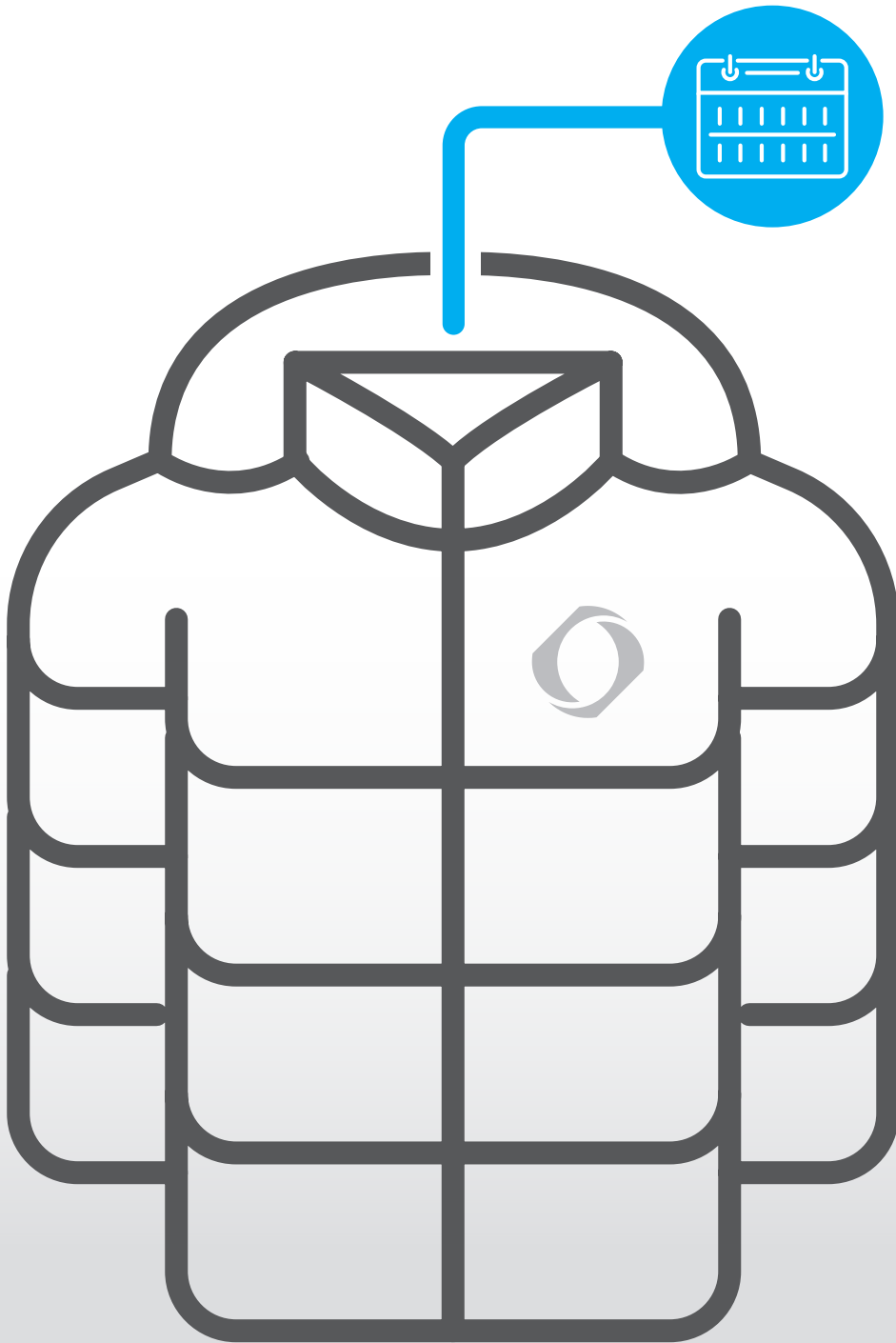


62%

of consumers would keep and wear a **golf shirt** for **1 year or longer!**

THE POWER OF PROMOTIONAL PRODUCTS

OUTERWEAR

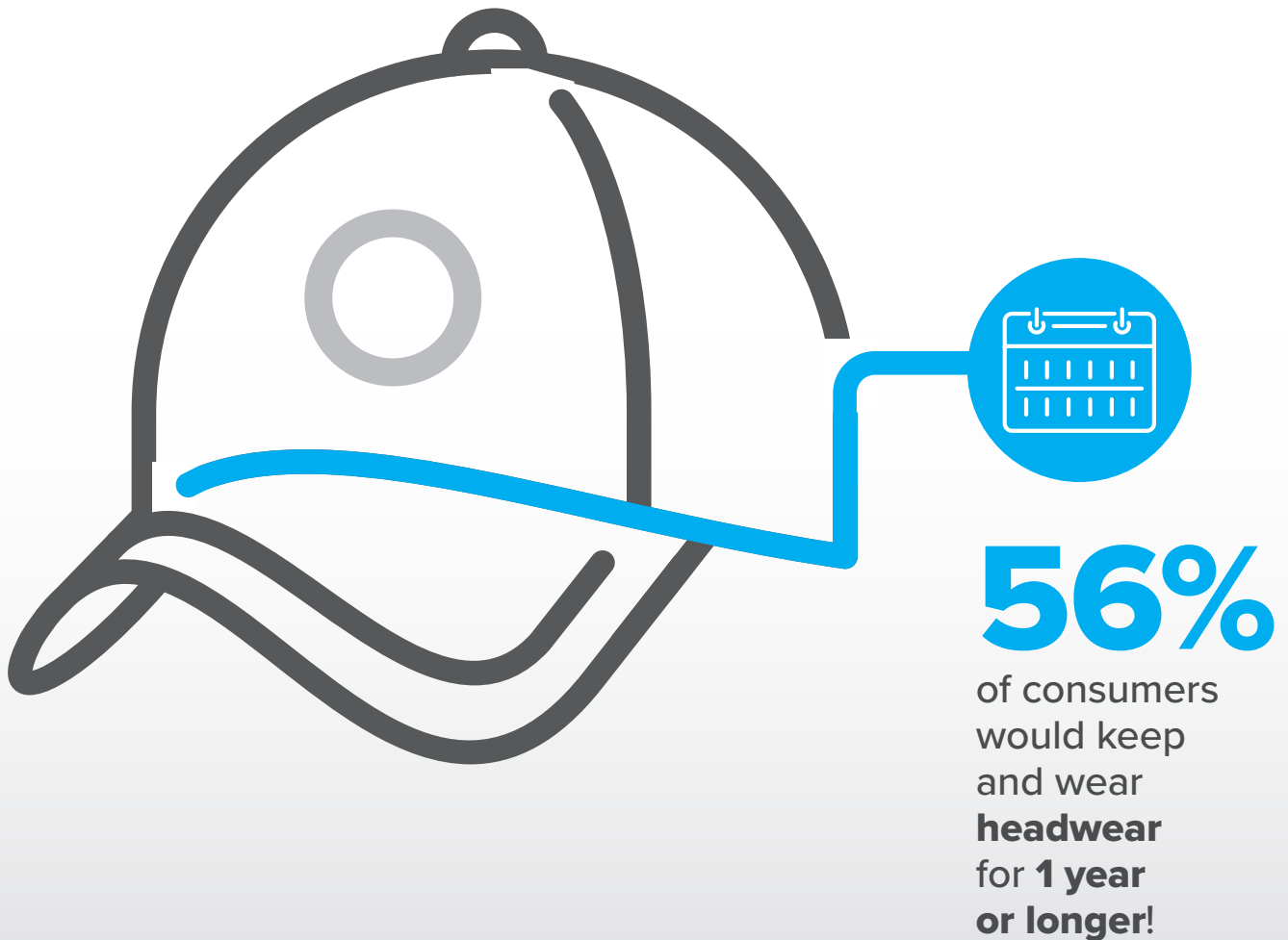


61%

of consumers
would keep and
wear **outerwear** for
2 years or longer!

THE POWER OF PROMOTIONAL PRODUCTS

HEADWEAR





NUMBER OF **IMPRESSIONS**



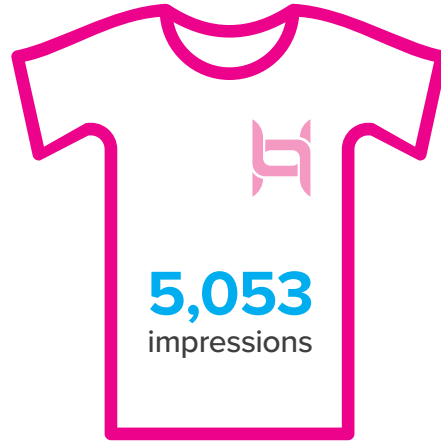
THE POWER OF PROMOTIONAL PRODUCTS



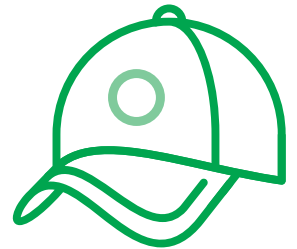
7,856
impressions



851
impressions



5,053
impressions



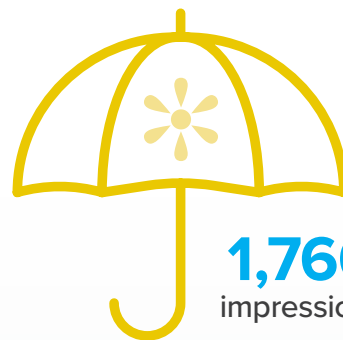
3,380
impressions



2,436
impressions



1,940
impressions

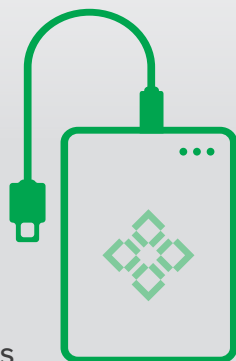


1,760
impressions

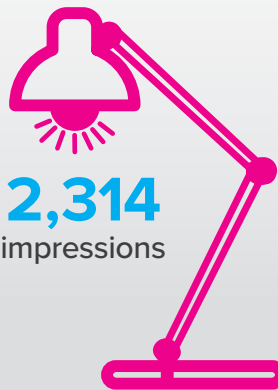
Promo products rack up THOUSANDS upon THOUSANDS of IMPRESSIONS!



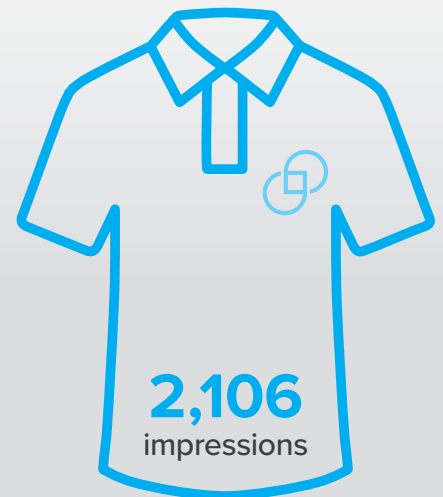
3,162
impressions



870
impressions



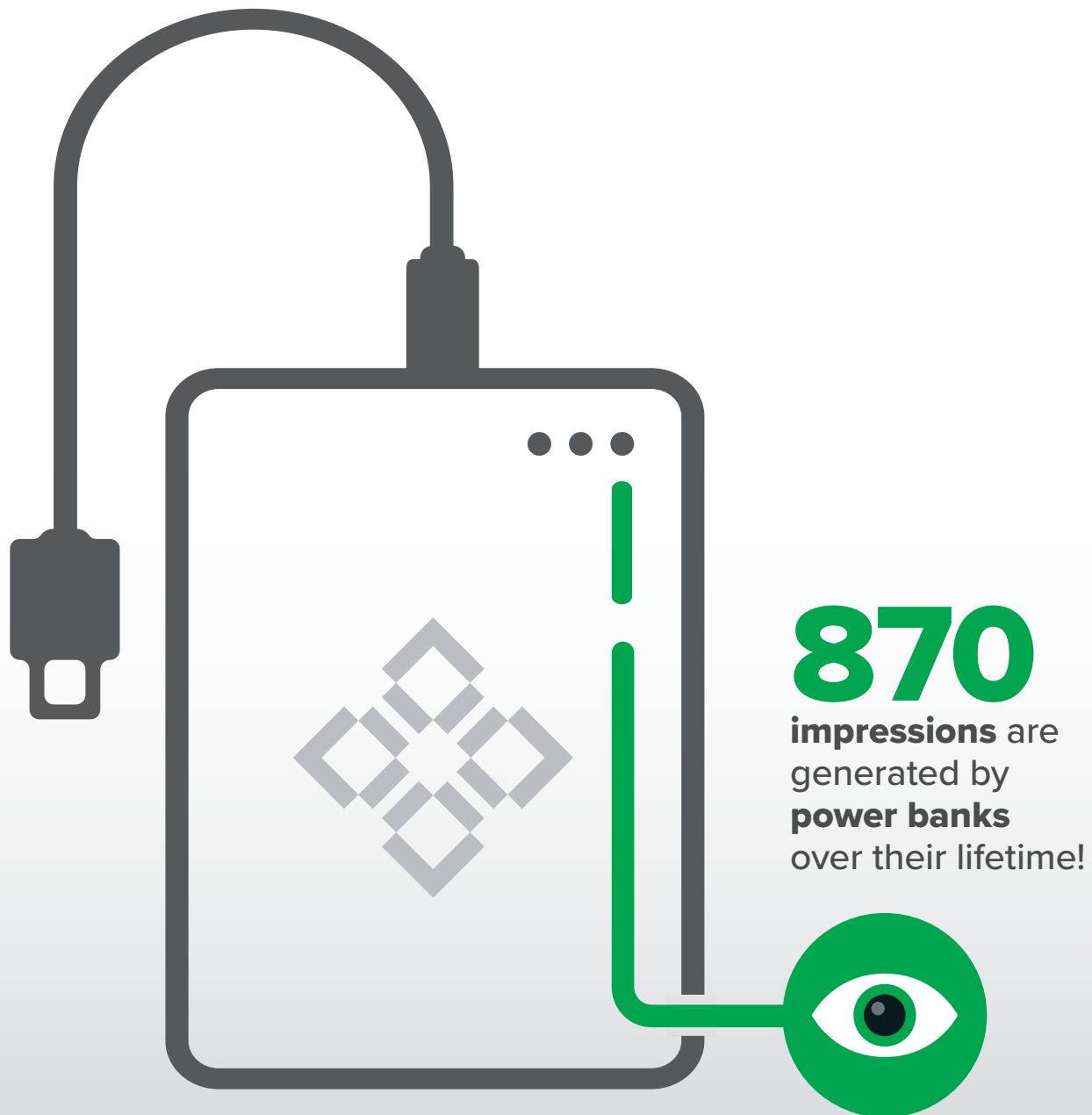
2,314
impressions



2,106
impressions

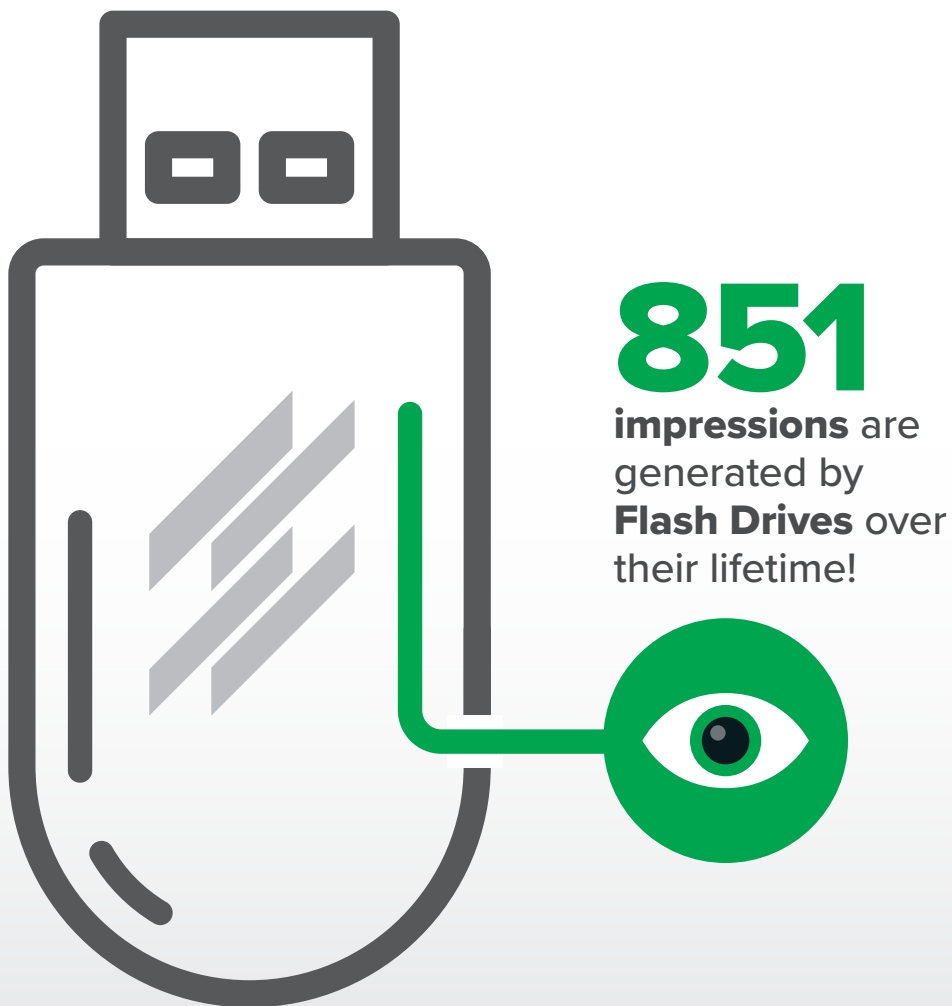
THE POWER OF PROMOTIONAL PRODUCTS

POWER BANKS



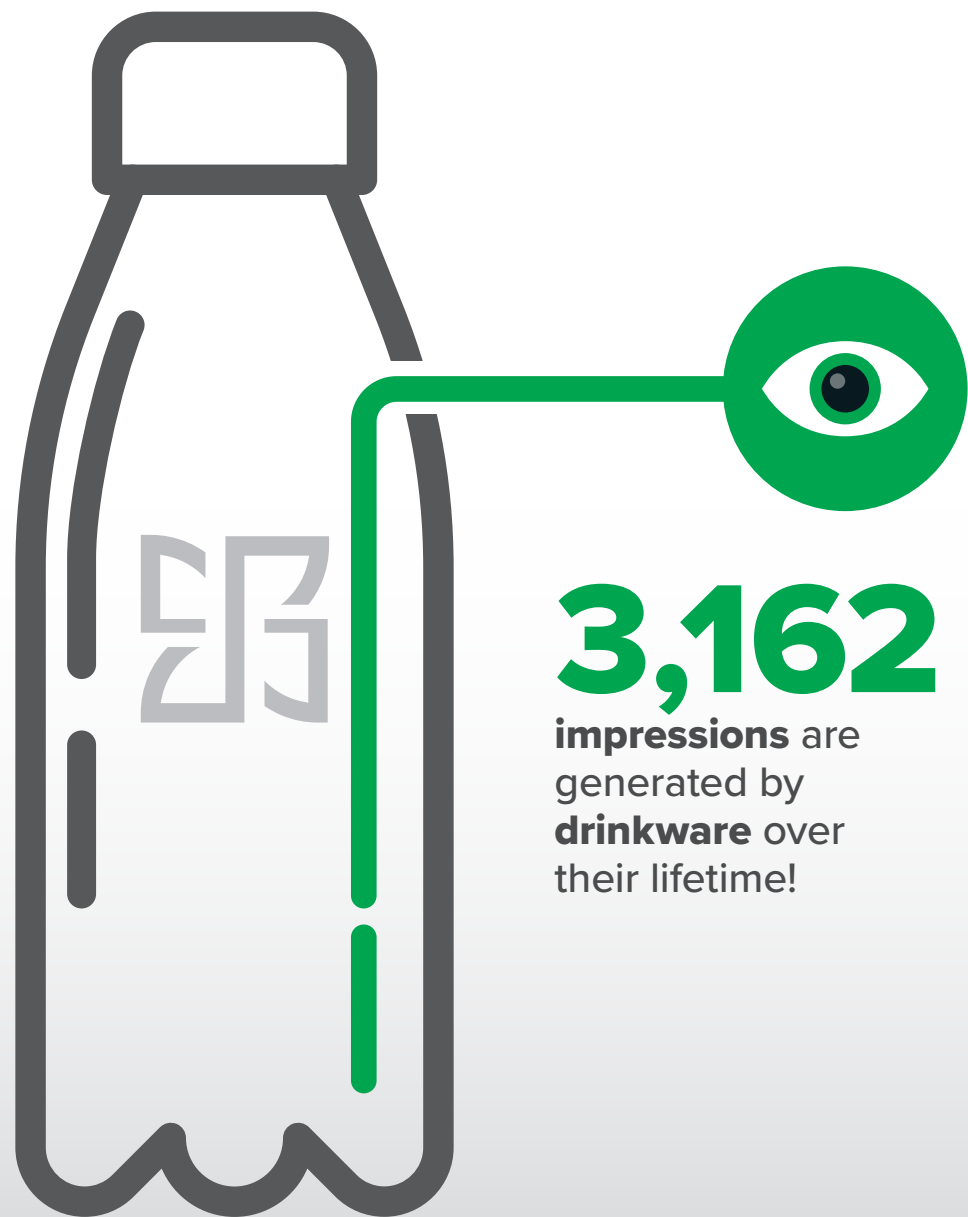
THE POWER OF PROMOTIONAL PRODUCTS

FLASH DRIVES



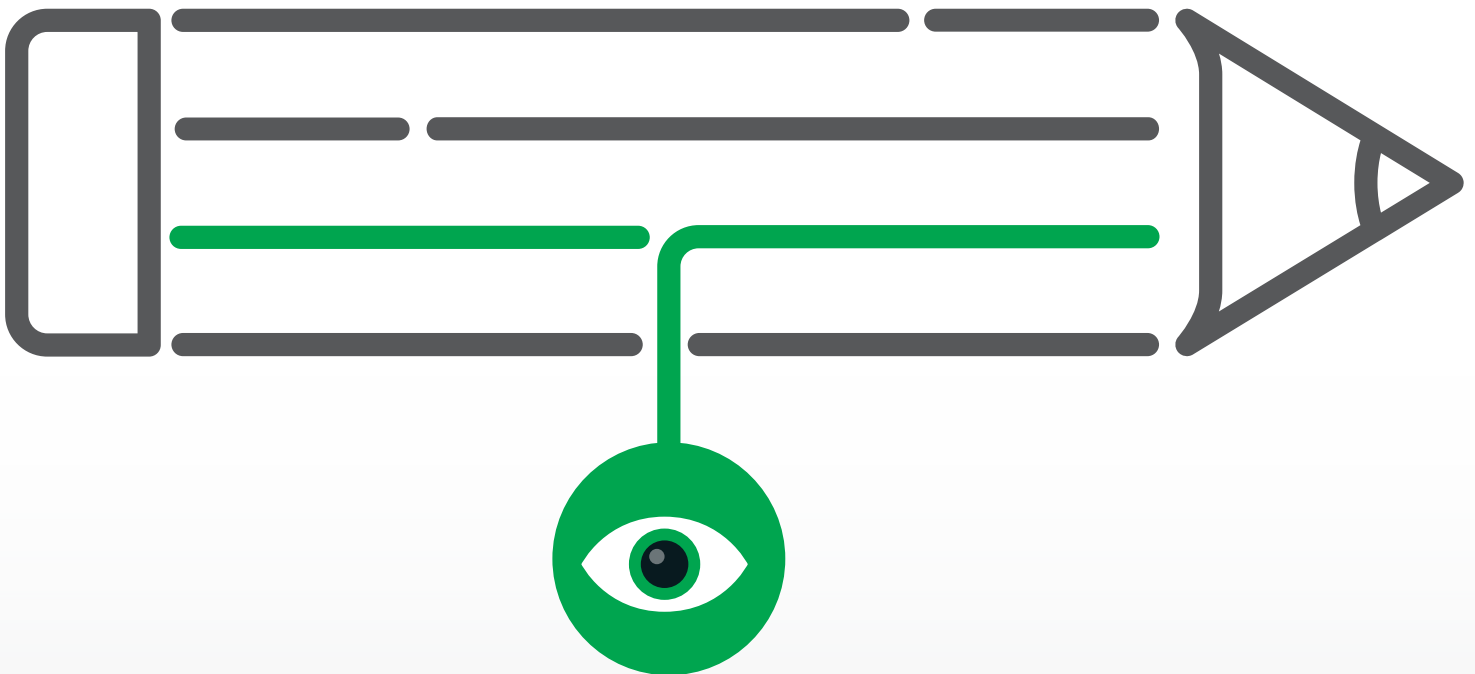
THE POWER OF PROMOTIONAL PRODUCTS

DRINKWARE



THE POWER OF PROMOTIONAL PRODUCTS

WRITING INSTRUMENTS

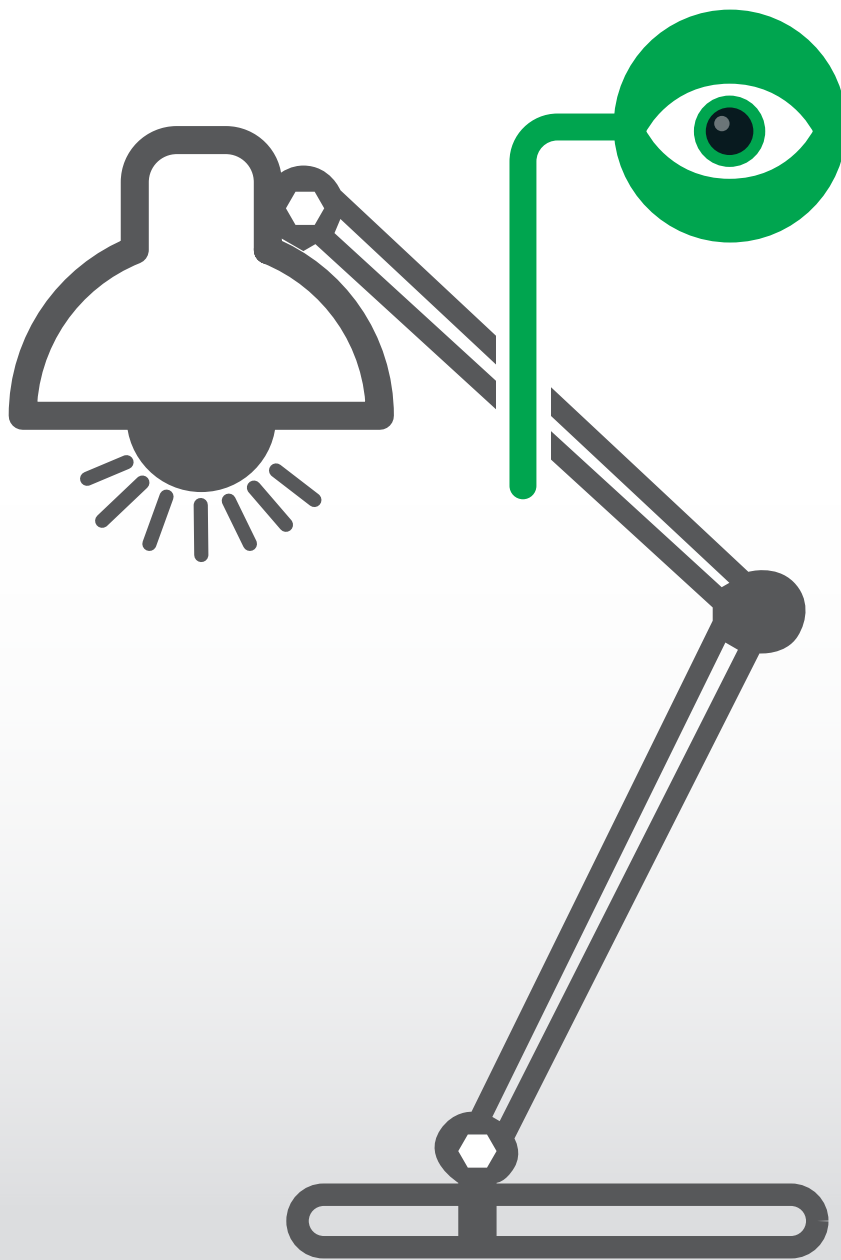


2,436

impressions are generated
by **writing instruments** over
their lifetime!

THE POWER OF PROMOTIONAL PRODUCTS

DESK ACCESSORIES

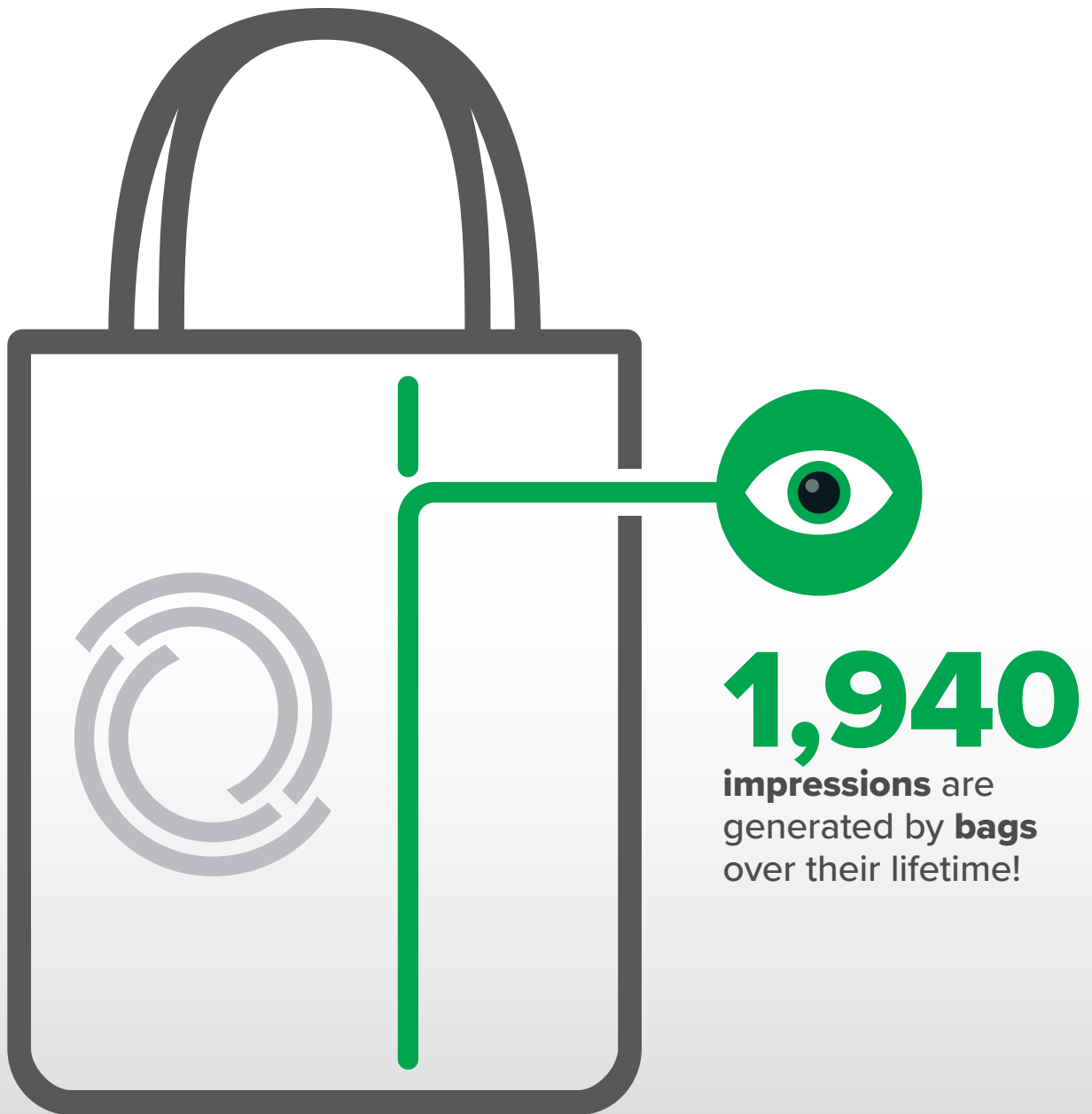


2,314

are generated by
desk accessories
over their lifetime!

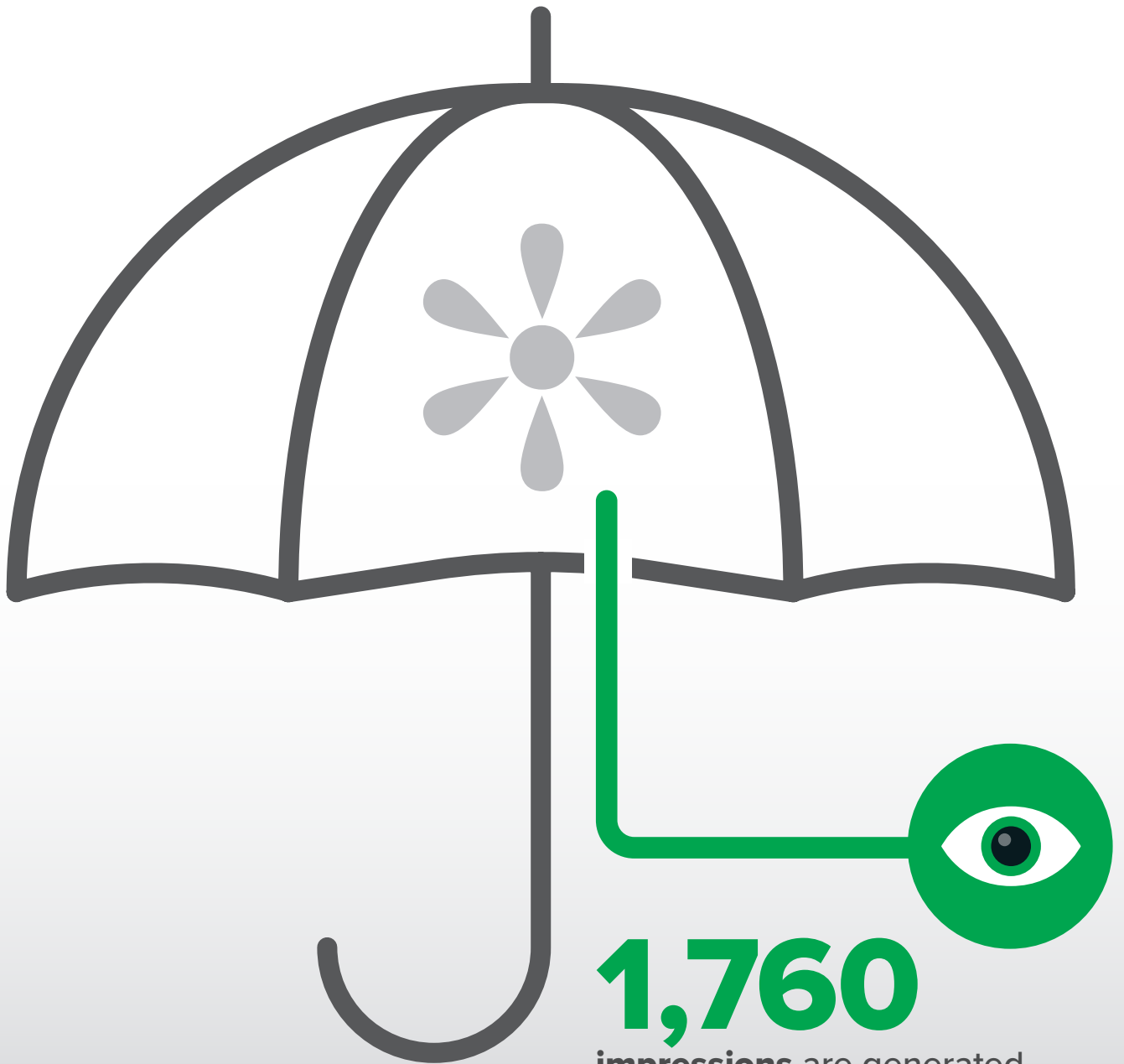
THE POWER OF PROMOTIONAL PRODUCTS

BAGS



THE POWER OF PROMOTIONAL PRODUCTS

UMBRELLAS



1,760

impressions are generated
by **umbrellas** over their
lifetime!

THE POWER OF PROMOTIONAL PRODUCTS

T-SHIRTS

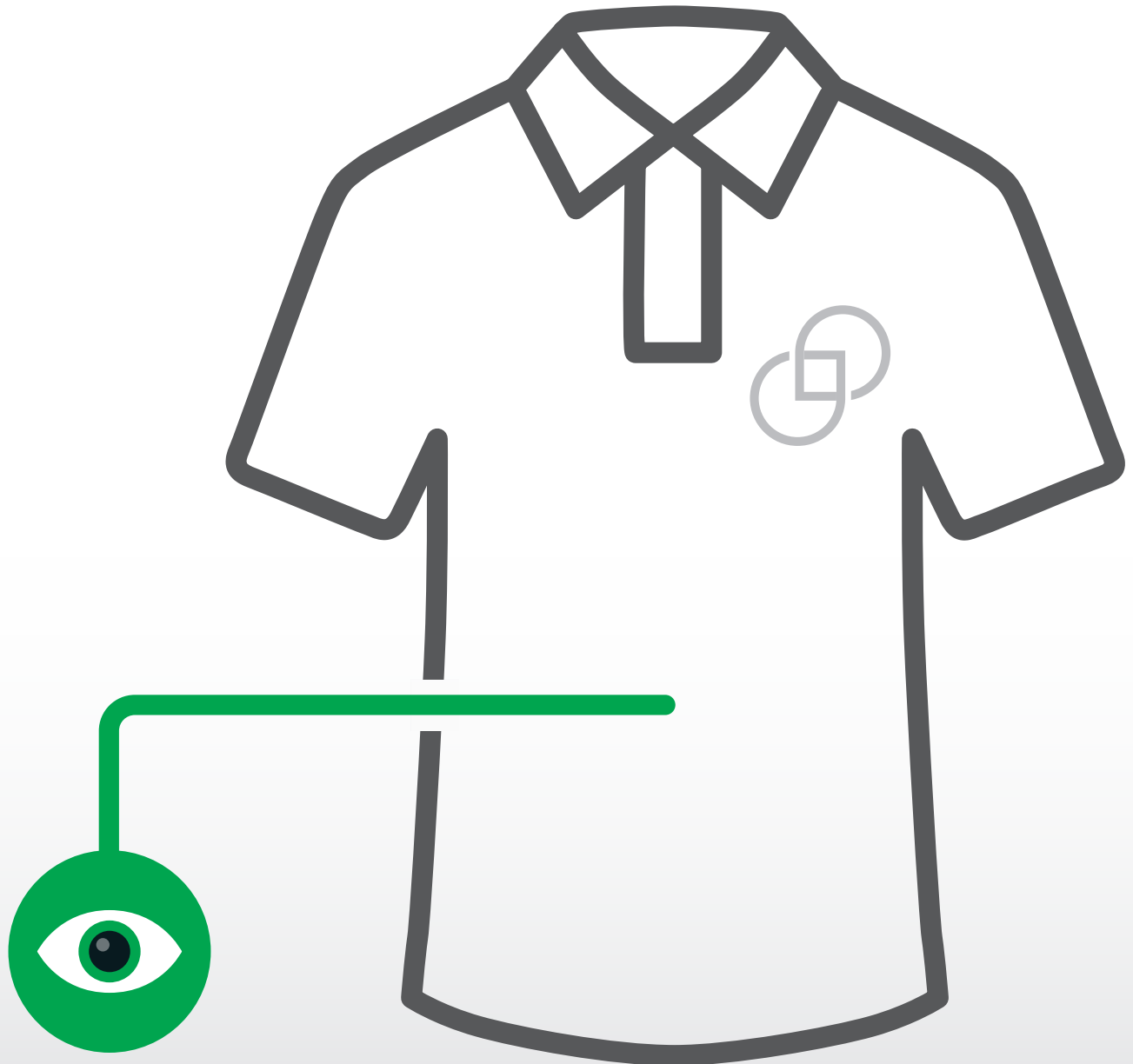


5,053
impressions are
generated by **t-shirts**
over their lifetime!



THE POWER OF PROMOTIONAL PRODUCTS

GOLF SHIRTS

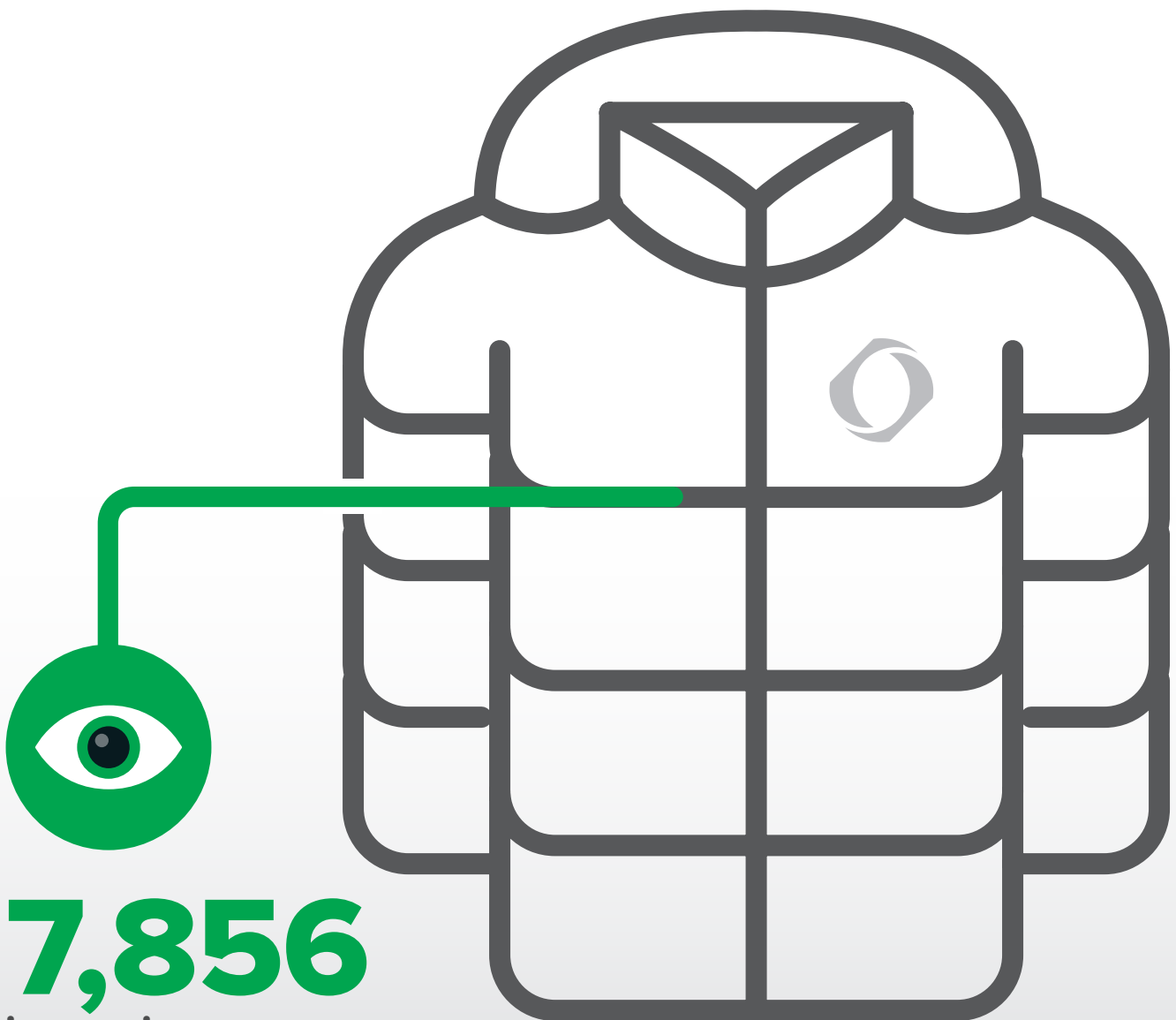


2,106

impressions are generated
by **golf shirts** over their
lifetime!

THE POWER OF PROMOTIONAL PRODUCTS

OUTERWEAR



7,856

impressions are
generated by
outerwear over
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THE POWER OF PROMOTIONAL PRODUCTS

HEADWEAR



3,380

impressions are generated by
headwear over their lifetime!