

Promotional Product Trends: A Quick Breakdown

A snapshot of the buying habits and preferences for promotional products among ad agencies and corporate advertisers

74%

believe promotional products contributed to campaigns' successes



MEDIA BUYING

96% purchased promotional products in the past year

75% of buyers purchased three or more times during that time

Top three drivers for including promotional products:

- Price
- Design/Function
- Proven Favorite Of Recipients



52%

of project budgets/campaigns include promotional products

EFFECTIVENESS



8 IN 10

purchase promotional products from promotional consultants

Most frequently purchased categories:



Apparel
***MOST EFFECTIVE**



Writing Instruments



Sporting Goods



Leisure Products



Travel Accessories

Promotional products are seen as strong influencers of brands

Brand Recognition **66%**

Brand/Product Awareness **58%**

Corporate Identity **55%**

Increase Good Will **51%**

Brand Recall **42%**

Promotional products are often used in conjunction with:



7 IN 10

have used promotional products in stand-alone campaigns

6 IN 10

have included them as part of advertising campaigns



[YOUR LOGO HERE]

Nearly all agencies and advertisers customized or imprinted the products

74% say promotional products are either effective or extremely effective



88% recommend using promotional products



USAGE

Source: 2014 Promotional Products Association International, Buyer Insights: Ad Agencies & Advertisers