



Q BUSINESS SOURCE

Put Q to work for you!

Power of Promotional Products

Instant recall: More than 8 out of 10 (84%) respondents remembered the advertisers of the promotional products they've received.

Very impressive: 42% of respondents had a MORE favorable impression of an advertiser after receiving the item. And nearly a quarter (24%) said they are MORE likely to do business with the advertiser on the items they receive.

It's all business: Most respondents (62%) have done business with the advertiser on a promotional product after receiving the item.

Pens are in: Writing instruments are the most-recalled advertising specialty items (54% of respondents recall owning them), followed by shirts, caps and bags.

User-friendly: The majority (81%) of promotional products were kept because they were considered useful.

Staying power: More than three-quarters of respondents have had their items for more than 6 months.

Bag it! Among wearables, bags were reported to be used most frequently with respondents indicating that they used their bags an average of 9 times per month. They also deliver the most impressions: Each bag averages 1,038 impressions per month.

Most impressive: The average CPI of an advertising specialty item is \$0.004; as a result, marketers get a more favorable return on investment from advertising specialties than nearly any other popular advertising media.

These are facts from the most recent independent survey results conducted among adults in 4 different markets. Full study results are available.