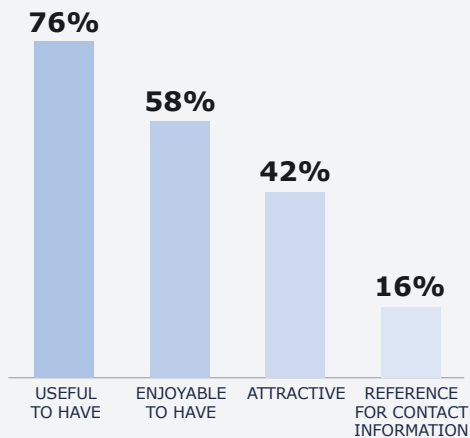


Top 5 products consumers in the U.K. would be excited to receive




If consumers in the U.K. received a promotional item, why would they keep it?

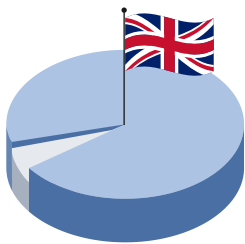


Percentage of consumers who view advertisers more favorably when promo is



 **78%** of consumers in the U.K. view promotional products **more positively than other forms of advertising**

93% of consumers in the U.K. would be **more likely to do business** with an advertiser who gave them a promotional item



97% of consumers in the U.K. would have a **more favorable impression** of an advertiser after receiving a **promotional item**

