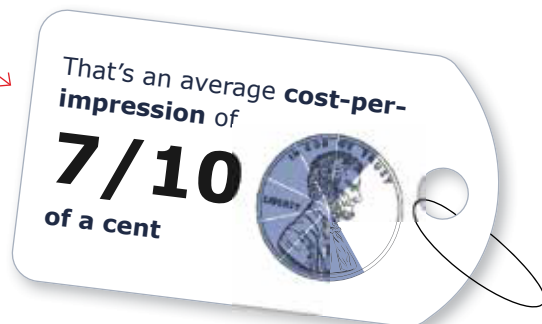


Category Spotlight

UMBRELLAS

2,300

Number of **impressions** promotional umbrellas generate throughout their **lifetime**



more than any other product category

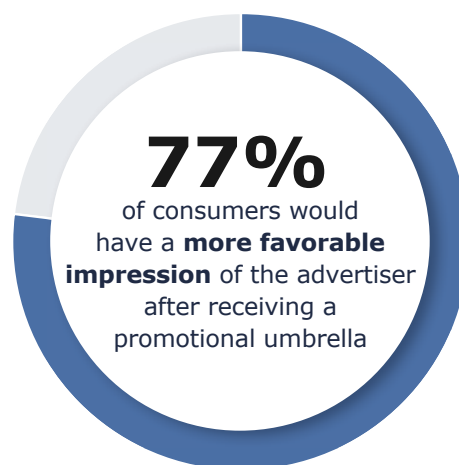
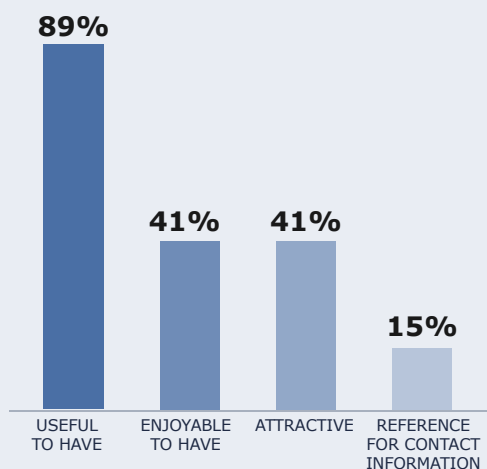
94%

of consumers would use a promotional umbrella **at least once per month**

More than **half**

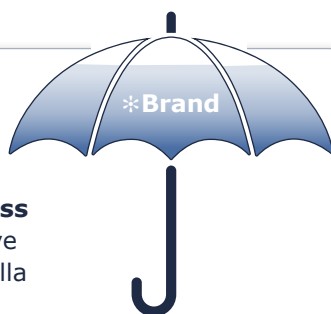
of consumers would keep a promotional umbrella for **at least five years**

If a consumer received a promotional umbrella, why would they keep it?



76%

of consumers would be **more likely to do business** with an advertiser who gave them a promotional umbrella



Percentage of consumers who view advertisers more favorably when promo is...

