

# GLOBAL AD IMPRESSIONS STUDY

2020 EDITION

## *Demonstrating the value and effectiveness of promotional products to consumers*

A PDF of this report (plus end-buyer-friendly, downloadable charts) can be found at [asicentral.com/study](https://asicentral.com/study).



Advertising  
Specialty  
Institute®



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# INTRODUCTION

The 2020 ASI Ad Impressions study gives ASI members powerful data proving that promotional products are the most high-impact, cost-effective advertising medium around for their clients. The findings in this study are based on tens of thousands of in-person and online surveys taken by consumers in the U.S. and Canada.

*Data collected pre-COVID-19, except for mask data which was collected in mid-August.*

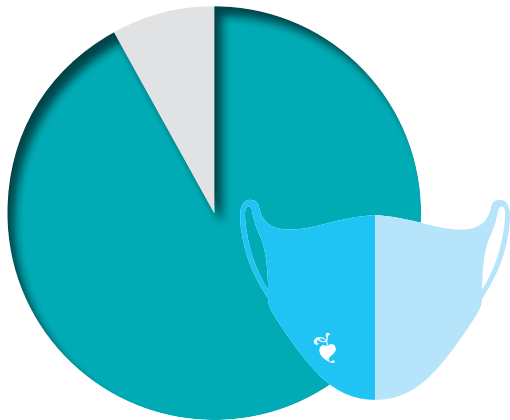


# 63%

of consumers wear  
**masks** all of the time  
when in public

**80%** of consumers wear **masks** all or most of the time when in public



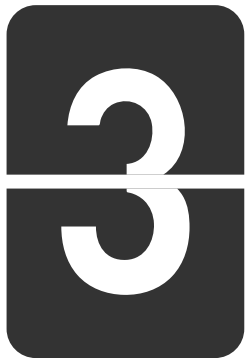


# 92%

of consumers report that they wear a **mask** in public at least some of the time

# 52%

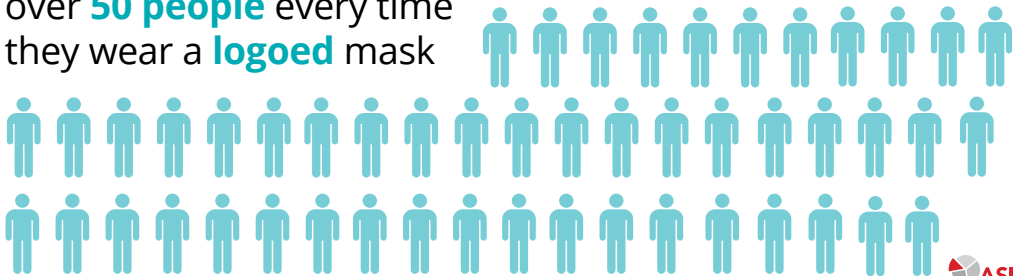
of consumers would  
keep a **logoed mask**  
more than



# MONTHS



**31%** of consumers come in contact with  
over **50 people** every time  
they wear a **logoed** mask

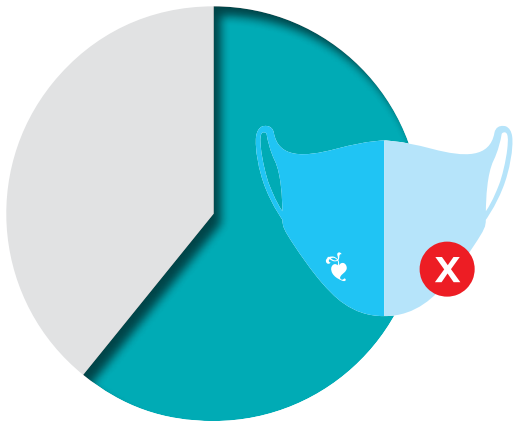




39%

of consumers report  
they currently own a  
**logoed mask**





61%

of consumers report they **don't yet own a logoed mask**



# 34%

of consumers report they would use their **logoed mask** on a **daily basis**



# 71%

of consumers would use their **logoed mask** on a **weekly basis** or more often

# 51%

of consumers would have a more **favorable opinion** of an advertiser who gave them a **logoed mask**





# 56%

of women would have a more **favorable opinion** of an advertiser who gave them a **logoed mask**

# 45%

of men would have  
a more **favorable  
opinion** of an  
advertiser who gave  
them a **logoed mask**



Percent of consumers who would have a more **favorable opinion** of an advertiser who gave them a **logoed mask**



18-34

52%



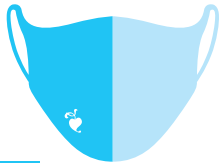
35-54

61%



55+

42%





57%

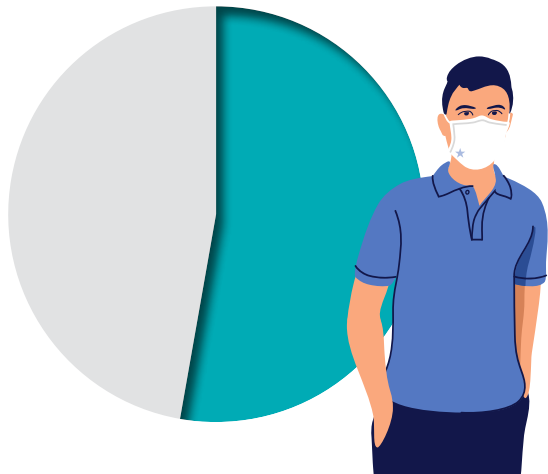
of consumers would be **more likely to do business** with the advertiser who gave them a **promo mask**





# 61%

of women would be **more likely to do business** with the advertiser who gave them a **promo mask**



53%

of men would be **more likely to do business** with the advertiser who gave them a **promo mask**

Percent of consumers **more likely to do business** with the advertiser who gave them a **promo mask**



18-34

51%



35-54

65%



55+

54%





# 52%

of consumers would **give a promo mask away** if they didn't want it with another **31%** **holding on to it for later**

4,235

Number of **impressions**  
**per promo mask** over its  
anticipated lifetime



An **imprinted mask** that costs **\$5** will have a CPI of just over

**1/10**  
of a cent



# 40%

of consumers who own **promo products** report that they have **kept some for more than**

A large, stylized number '10' is displayed. The '1' is formed by two dark grey rounded rectangles stacked vertically. The '0' is formed by two dark grey rounded rectangles stacked vertically, with a white '0' shape cut out from the center of the top rectangle. The overall style is modern and blocky.

# YEARS

# 57%

of consumers who own **promo products** report that they have **kept some for more than**



# YEARS



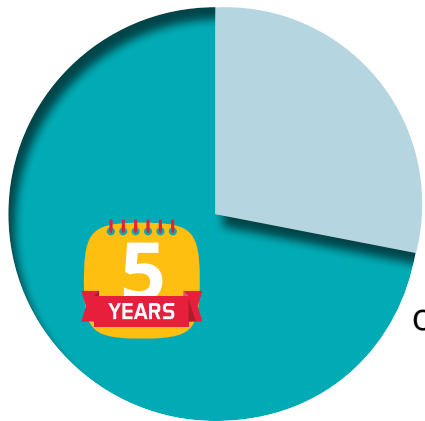


# 45%

of **Baby Boomers** who own **promo products** have **kept some for more than 10 years**

UNITED STATES

LONGEVITY



Nearly **two-thirds**  
(65%) of **Baby Boomers** who own **promo products** have **kept some for more than 5 years**

UNITED STATES

LONGEVITY



More than

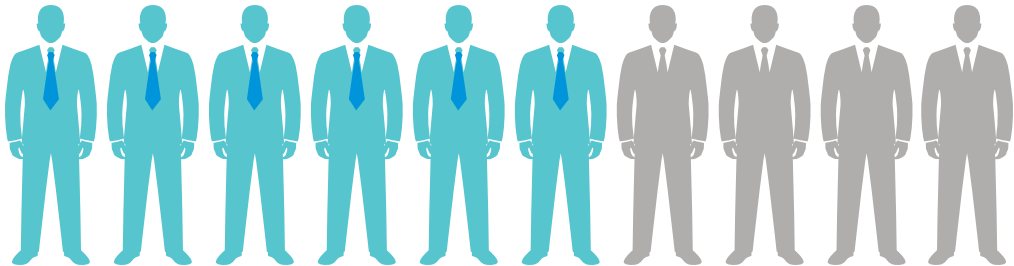
**half**

(51%) of Millennials who own promo products have kept some for more than 5 years

UNITED STATES

LONGEVITY

**Six in 10 men** who own  
promo products have kept some for more than 5 years





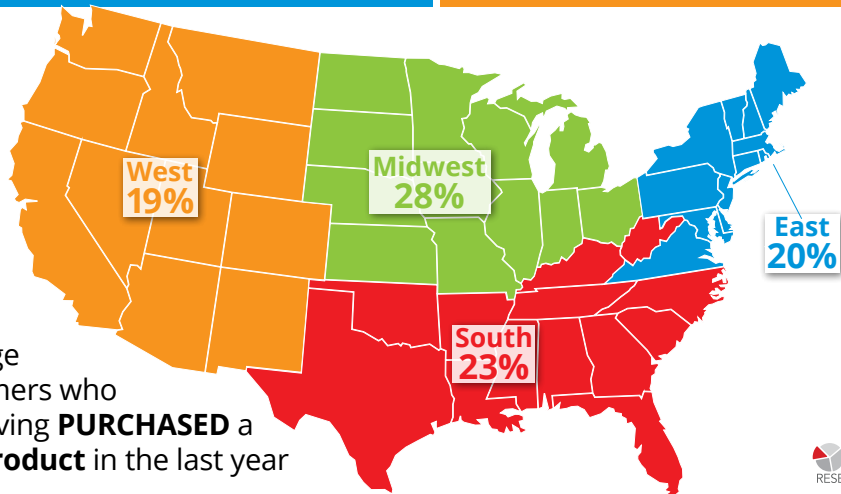
Nearly

**one-quarter**

(23%) of consumers reported that they **PURCHASED** a **promotional product** in the last year

# UNITED STATES

# BEHAVIORS



Percentage of consumers who report having **PURCHASED** a **promo product** in the last year

Nearly  
**a third** (31%)  
of **women** report they  
**purchased more**  
**environmentally friendly**  
**products** in 2019 than they  
did in 2018



Percent of consumers who purchased **more environmentally products** in **2019** than 2018



18-34

23%



35-54

27%



55+

31%





UNITED STATES

ENVIRONMENTALLY FRIENDLY



46%

of consumers have a more **favorable opinion** of an advertiser if the **promo product** they received was **environmentally friendly**

Percent who have a more **favorable opinion** of the advertiser if the **promo product** they received was **environmentally friendly**



# UNITED STATES

# ENVIRONMENTALLY FRIENDLY

Percent who have a more **favorable opinion** of the advertiser if the **promo product** they received was **environmentally friendly**



18-34

45%



35-54

40%



55+

53%



# UNITED STATES

# ENVIRONMENTALLY FRIENDLY

Percent who have a more **favorable opinion** of the advertiser if the **promo product** they received was **environmentally friendly**

46%



EAST

49%



MIDWEST

44%

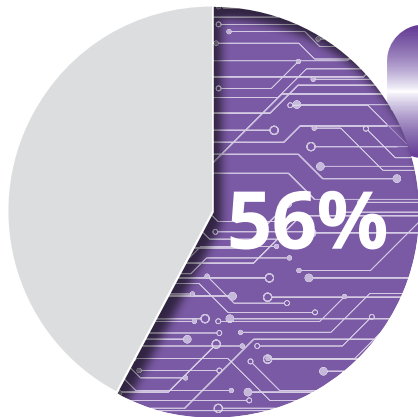


SOUTH

46%

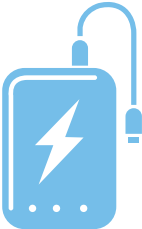


WEST

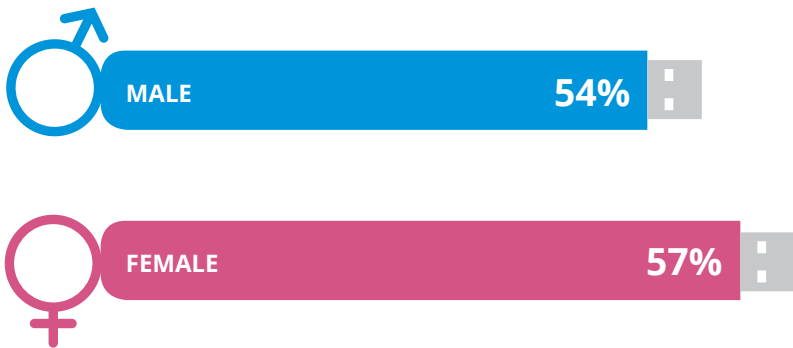


USB

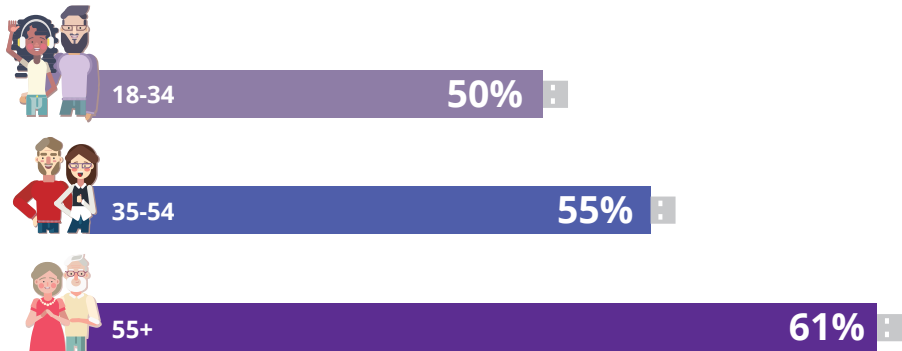
**Don't count them out** – In 2019, **56%** of consumers would choose a **USB drive** over a **power bank**



Percent of consumers who would choose a **USB drive** over a **power bank**

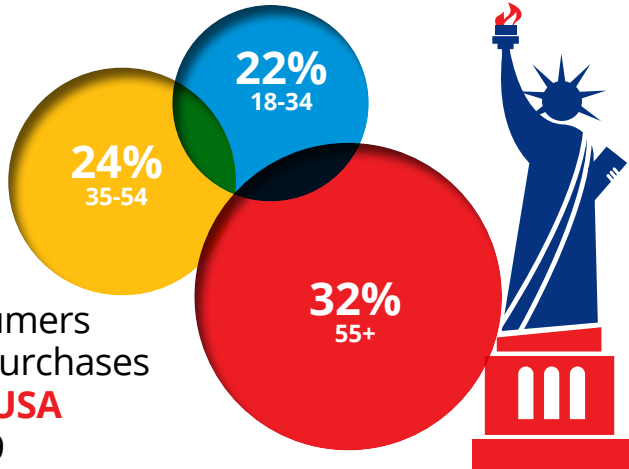


Percent of consumers who would choose a **USB drive** over a **power bank**



UNITED STATES

MADE IN THE USA



Percent of consumers who increased purchases of **Made in the USA** products in 2019



UNITED STATES

MADE IN THE USA



27%

of consumers  
purchased more  
**Made in the USA**  
products in 2019  
than 2018

UNITED STATES

MADE IN THE USA



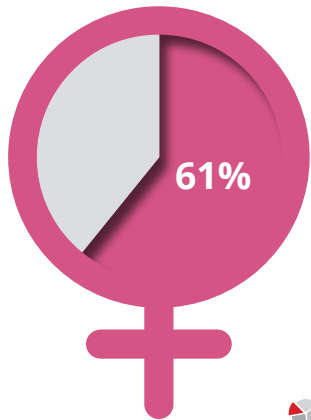
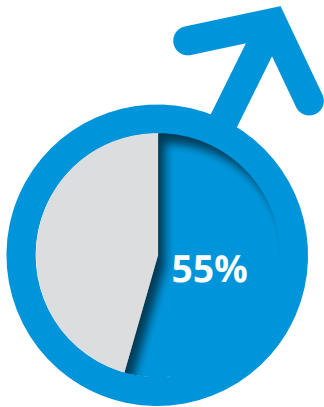
**57%**

of consumers have a  
**more favorable opinion**  
of an advertiser if the  
**promotional product** was  
**Made in the USA**

UNITED STATES

MADE IN THE USA

**Women** are the most favorable to advertisers if the **promo product** was **Made in the USA**



# UNITED STATES

# MADE IN THE USA

**Baby Boomers** are most favorable to advertisers if the **promo product** was **Made in the USA**



18-34

45%



35-54

59%



55+

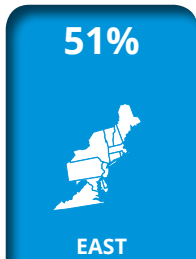
70%



UNITED STATES

MADE IN THE USA

**Southern consumers** are most favorable to advertisers if the **promo product** was **Made in the USA**



**89%**  
of consumers own  
**promotional writing  
instruments**



# 3,000

Number of **impressions**  
**promotional writing**  
**instruments** generate  
throughout their lifetime



Promotional  
writing instruments  
are kept an  
average of



**MONTHS**



A **logoed pen** that costs **\$1** will have a CPI of less than

**1/10**  
of a cent





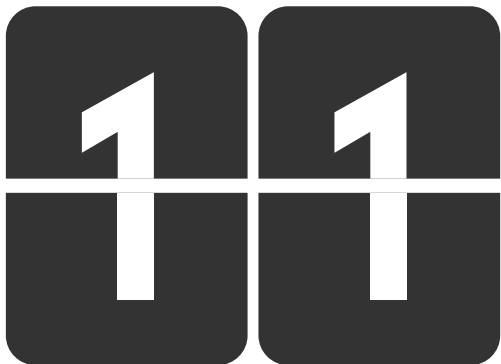
**73%**  
of consumers own  
**promotional bags**

3,300

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



Promotional  
bags are  
kept an  
average of



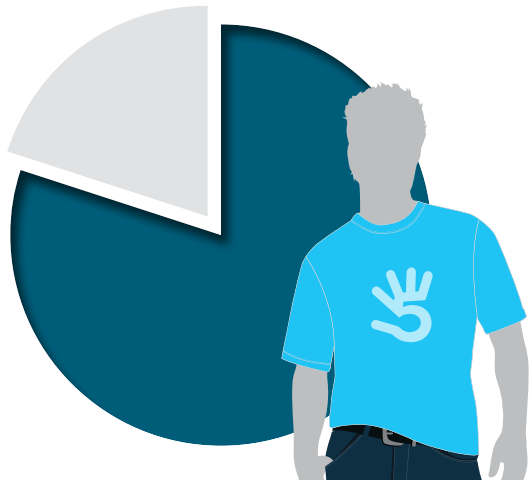
**MONTHS**



A **logoed bag** that costs **\$5**  
will have a CPI of under

**2/10**  
**of a cent**





80%

of consumers own  
promotional T-shirts

3,400

Number of **impressions**  
**promotional T-shirts**  
generate throughout  
their lifetime



A **logoed T-shirt** that costs **\$7** will have a CPI of only

**2/10**  
**of a cent**





Promotional  
T-shirts are  
kept an  
average of

14



**MONTHS**



**69%**  
of consumers own  
**promotional headwear**

3,400

Number of **impressions**  
**promotional headwear**  
generates throughout  
their lifetime



Promotional  
headwear is  
kept an  
average of

10  
10

**MONTHS**



A **logoed hat** that costs **\$10**  
will have a CPI of only

**3/10**  
of a cent





62%

of consumers own  
**promotional calendars**

850

Number of **impressions**  
**promotional calendars**  
generate over their  
lifetime



**52%**  
of promotional  
calendars are kept



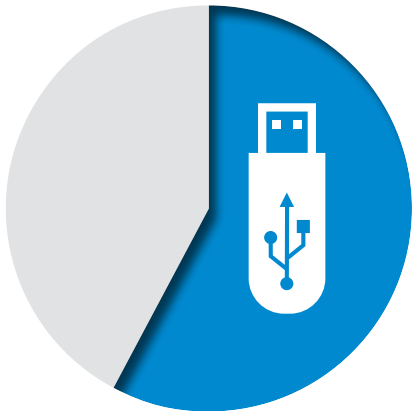
**YEAR  
OR  
MORE**



A **promo calendar** that costs  
**\$3** will have a CPI of only

**3/10**  
of a cent



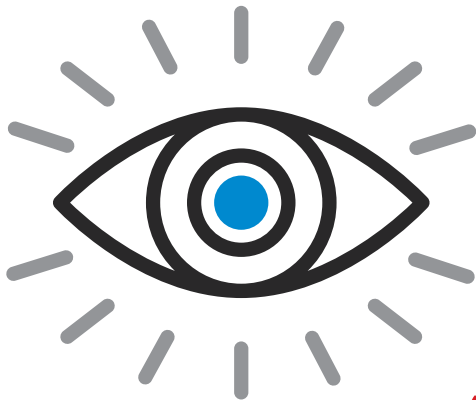


**58%**  
of consumers own  
**promotional USBs**

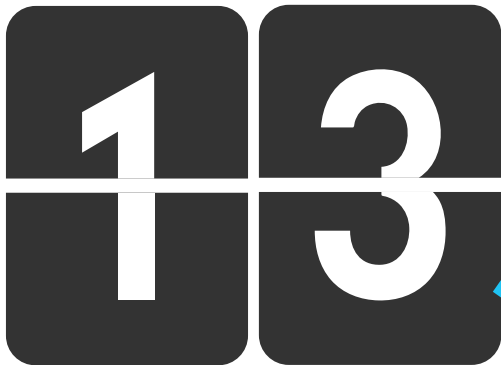
Promotional USBs  
generate

**700**

**impressions** over  
their lifetime



On average,  
promo USBs  
are kept



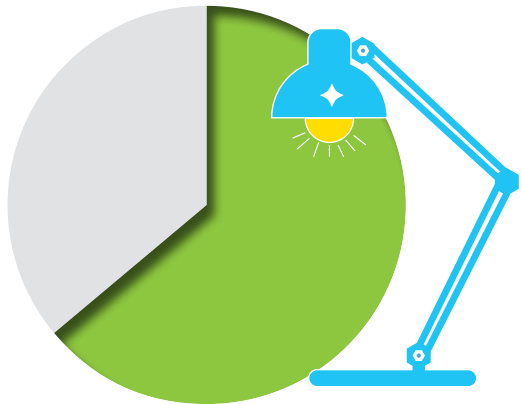
**MONTHS**



A **promo USB** that costs **\$5**  
will have a CPI of only

**7/10**  
**of a cent**





**64%**  
of consumers own  
**promotional desk  
accessories**

1,450

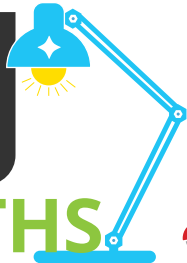
Number of **impressions**  
**promotional desk**  
**accessories** generate  
over their lifetime



On average,  
promo desk  
accessories  
are kept an  
average of

13  
13

MONTHS

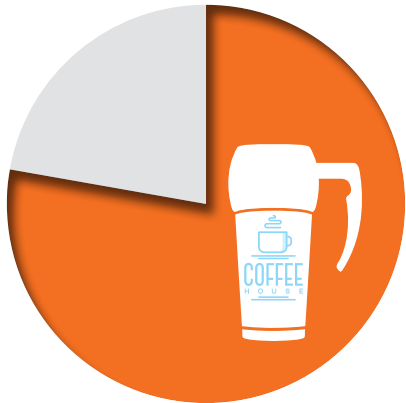




A **promo desk accessory**  
that costs **\$5** will have a CPI of

**3/10**  
**of a cent**





78%

of consumers own  
**promotional drinkware**

1,400

Number of **impressions**  
**promotional drinkware**  
generates throughout  
its lifetime



Promo  
drinkware  
is kept an  
average of

12  
12

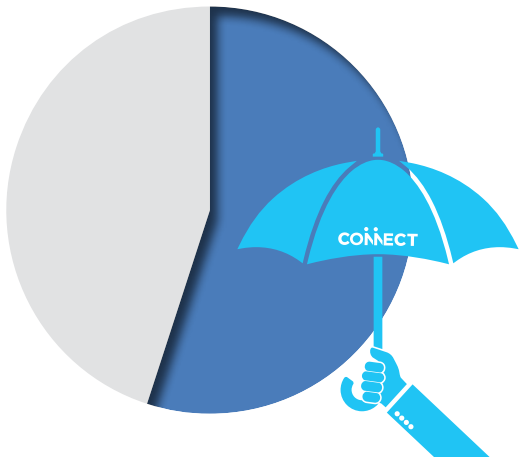
MONTHS



Promo drinkware that costs  
\$7 will have a CPI of under

**1/2**  
of a cent

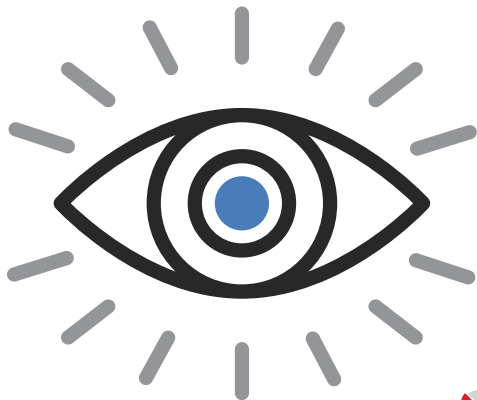




**45%**  
of consumers  
own **promotional**  
**umbrellas**

# 1,100

Number of **impressions**  
**promotional umbrellas**  
will generate over  
their lifetime



Promotional  
umbrellas  
are kept an  
average of

14

MONTHS





Promo umbrellas that cost **\$10** will have a CPI of under

**1 cent**

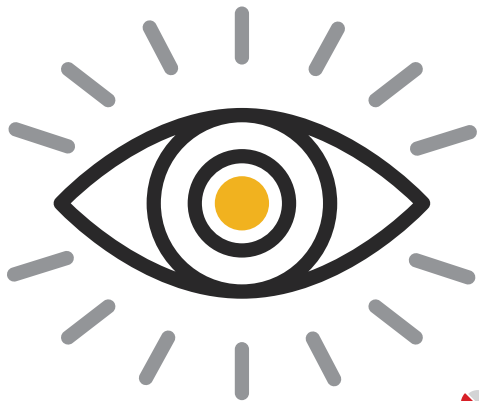




**67%**  
of consumers own  
**promotional**  
**outerwear**

6,100

Number of **impressions**  
**promotional outerwear**  
will generate over  
their lifetime



Promo  
outerwear  
is kept an  
average of

16

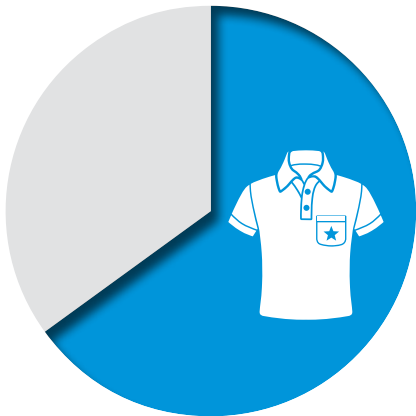
MONTHS



A **promo jacket** that costs  
**\$20** will have a CPI of only

**3/10**  
**of a cent**



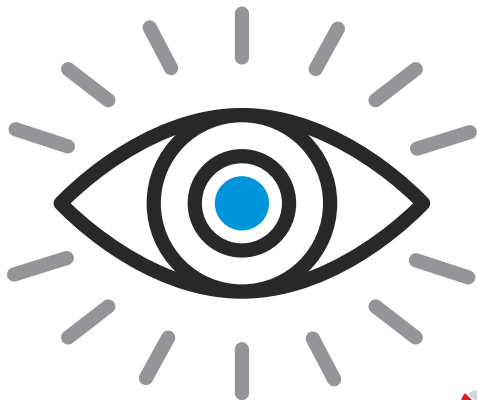


65%

of consumers own  
**promotional**  
**polo shirts**

2,300

Number of **impressions**  
**promotional polos**  
will generate over their  
lifetime



Promotional  
polos are  
kept an  
average of

13  
13

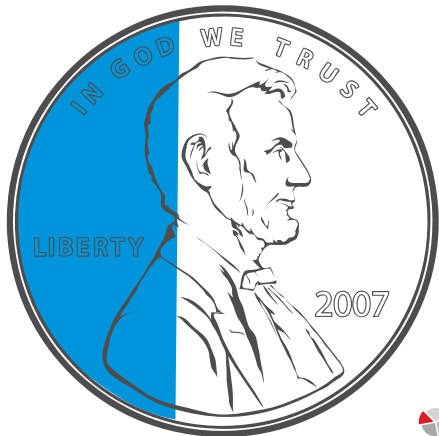
**MONTHS**

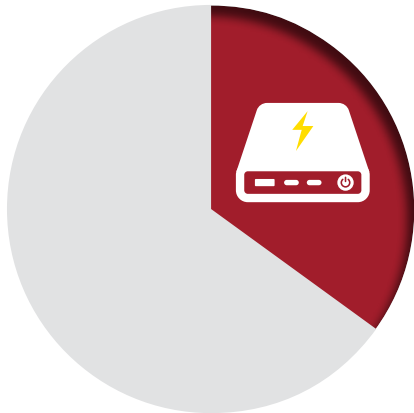




A **promo polo** that costs **\$10** will have a CPI of only

**4/10**  
of a cent





**33%**  
of consumers own  
**promotional  
power banks**

# 900

Number of **impressions**  
**promotional power**  
**banks** will generate over  
their lifetime



On average,  
promo power  
banks are  
kept an  
average of

1 2  
1 2

**MONTHS**



A **promo power bank**  
that costs **\$10** will have a  
CPI of only

**1 cent**

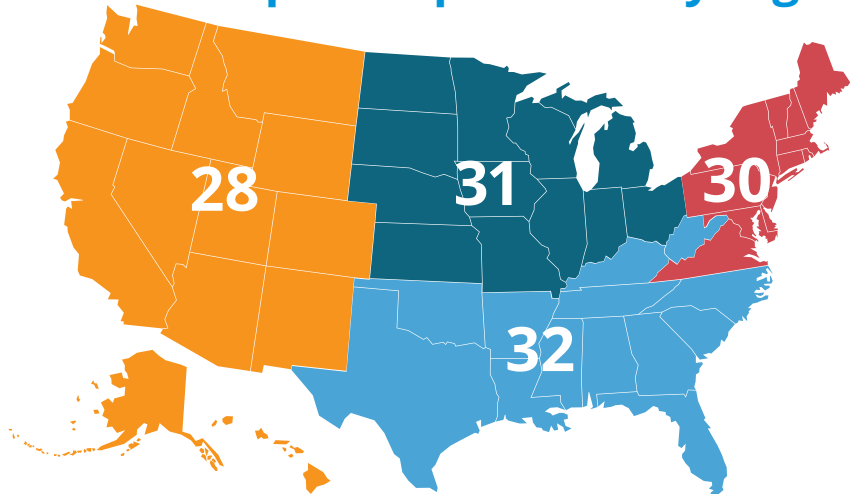


# Households own an average of 30 promo products

Number of **promo products** owned by generation



# Number of promo products by region



# Promotional products are the most highly regarded form of advertising

Ranking from most liked to least liked







# The World Remembers

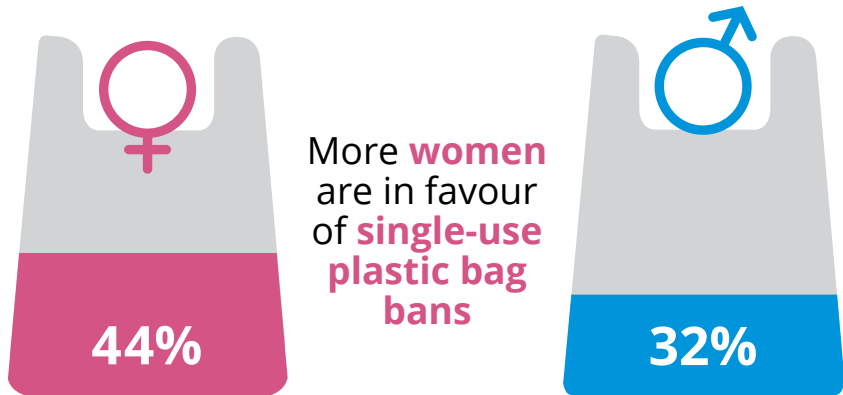
# 85%

of promo product recipients  
remember the advertiser  
worldwide

Recall is highest for apparel items, as **85%** recall the advertiser that gave them a shirt or hat



## Who Most Supports Plastic Bag Bans



## Percent of consumers who are in favour of single-use plastic bag bans



18-34

36%



35-54

44%

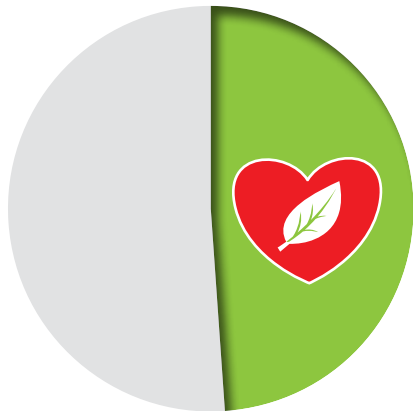


55+

51%

CANADA

ENVIRONMENTALLY FRIENDLY



49%

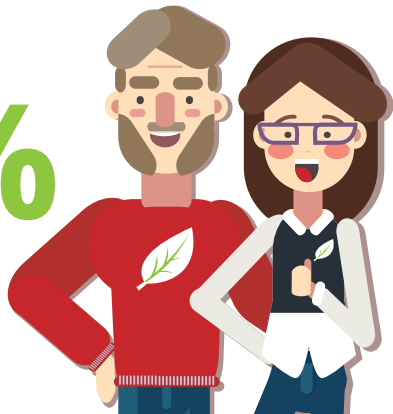
of Canadians have a more favourable opinion of an advertiser if the product they receive is environmentally friendly

CANADA

ENVIRONMENTALLY FRIENDLY

Percent of Canadians who have a more **favourable opinion** of the advertiser if the **product** they received was **environmentally friendly**

43%



59%

CANADA

# ENVIRONMENTALLY FRIENDLY

Percent of Canadians who have a more **favourable opinion** of the advertiser if the **product** they received was **environmentally friendly**



18-34

42%



35-54

52%



55+

56%



Percent of Canadians who have a more **favourable opinion** of the advertiser if the **product** they received was **environmentally friendly**



BRITISH COLUMBIA

50%



ONTARIO

49%



QUEBEC

36%



# 39%

of Canadians have a more **favourable opinion of an advertiser** if the product they receive is **socially responsible**



CANADA

SOCIALLY RESPONSIBLE

Percent of Canadians who have a more **favourable opinion** of the advertiser if the **product** they received was made **socially responsibly**

35%



45%

Percent of Canadians who have a more **favourable opinion** of the advertiser if the **product** they received was made **socially responsibly**



18-34

31%



35-54

43%

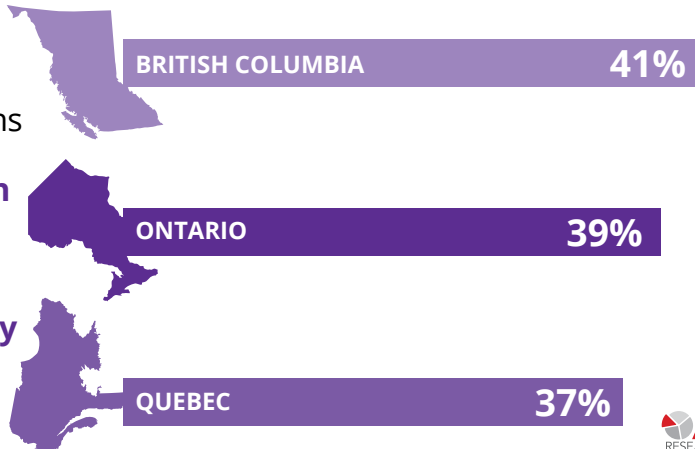


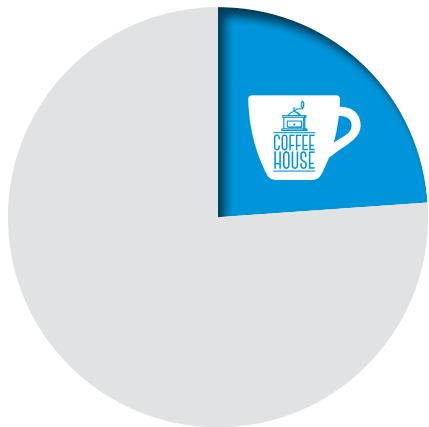
55+

50%



Percent of Canadians who have a more **favourable opinion** of the advertiser if the **product** they received was made **socially responsibly**





# 24%

of employees report that they own **promo products** with their **employer's logo** on it

CANADA

# PROMO PRODUCT OWNERSHIP

Percent of employees who own **promo products** with their **employer's logo** on it

26%



20%

Percent of employees who own **promo products** with their **employer's logo** on it



18-34

23%



35-54

30%



55+

20%



## Consumer preference for bag purchases

**53%**

10 cents  
for single-use  
plastic



**47%**

\$5 for a  
reusable  
bag

CANADA

BEHAVIOURS



# One-quarter

(25%) of consumers reported that they **PURCHASED** a promotional product in the last year



Percentage of consumers who report having **PURCHASED** a **promo product** in the last year



18-34

25%



35-54

30%

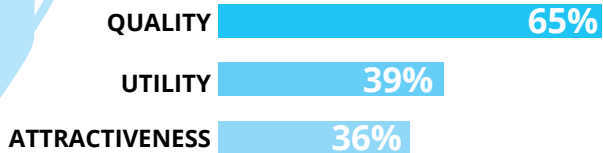
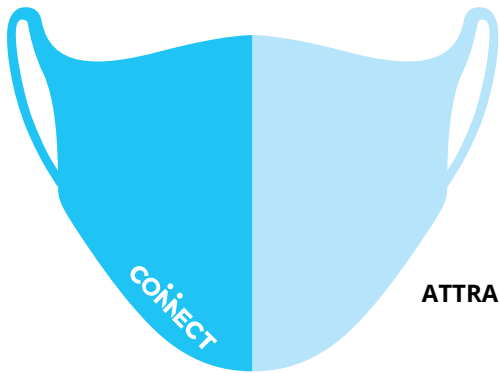


55+

18%

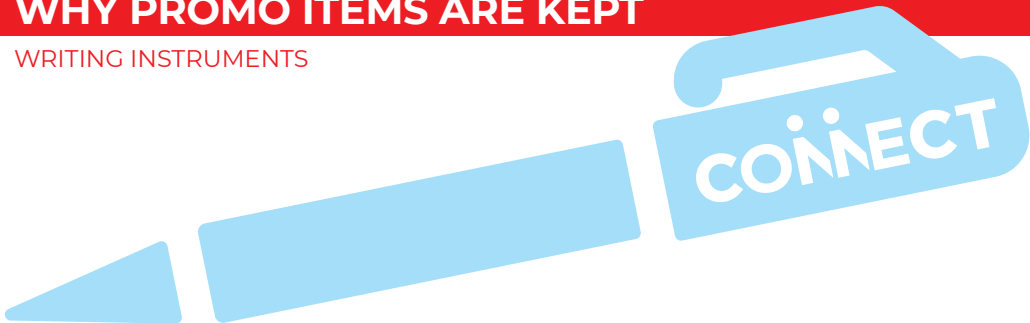
# WHY PROMO ITEMS ARE KEPT

## MASKS



# WHY PROMO ITEMS ARE KEPT

## WRITING INSTRUMENTS



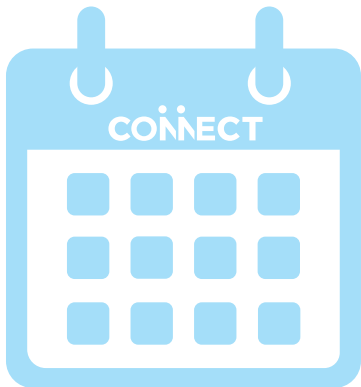
QUALITY **69%**

UTILITY **41%**

ATTRACTIVENESS **16%**

# WHY PROMO ITEMS ARE KEPT

## CALENDARS



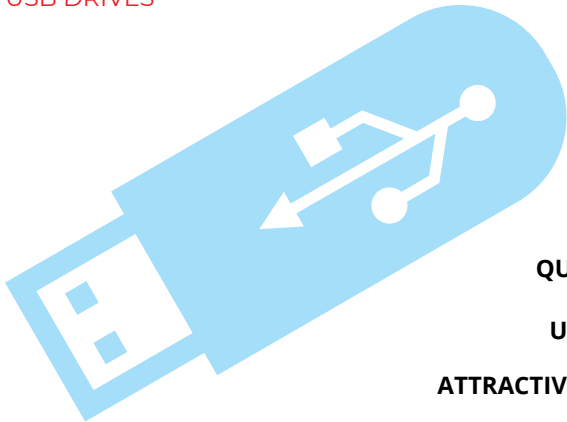
# WHY PROMO ITEMS ARE KEPT

## HEADWEAR



# WHY PROMO ITEMS ARE KEPT

USB DRIVES



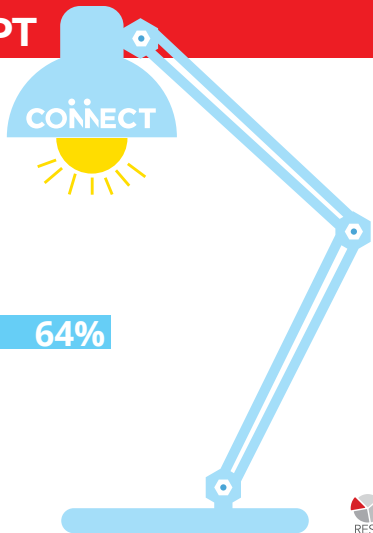
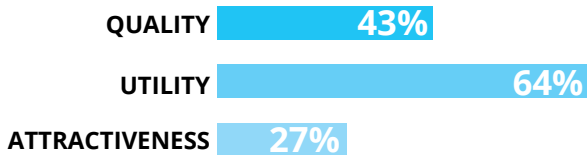
QUALITY **45%**

UTILITY **58%**

ATTRACTIVENESS **17%**

# WHY PROMO ITEMS ARE KEPT

## DESK ACCESSORIES



# WHY PROMO ITEMS ARE KEPT

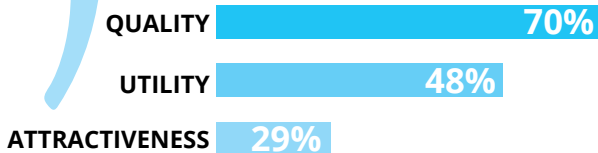
## OUTERWEAR





# WHY PROMO ITEMS ARE KEPT

## DRINKWARE



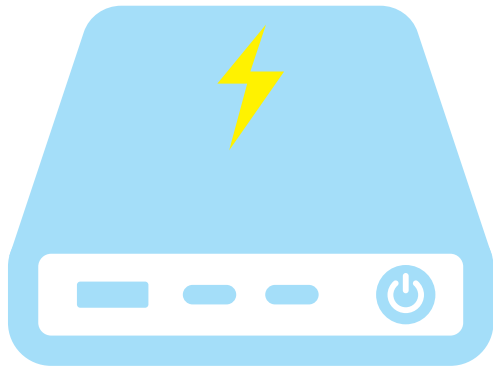
# WHY PROMO ITEMS ARE KEPT

## T-SHIRTS



# WHY PROMO ITEMS ARE KEPT

## POWER BANKS



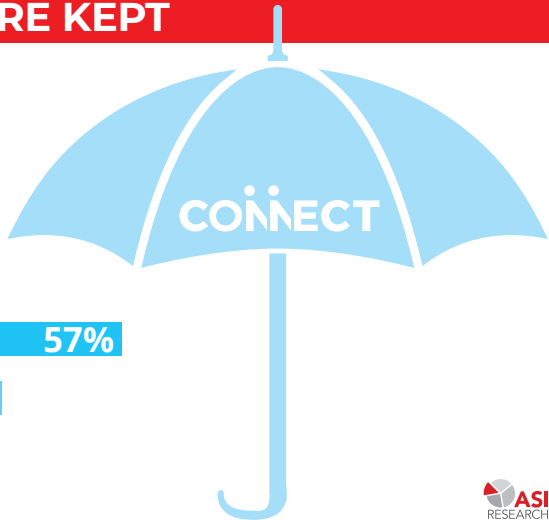
QUALITY 53%

UTILITY 61%

ATTRACTIVENESS 15%

# WHY PROMO ITEMS ARE KEPT

## UMBRELLAS



QUALITY 57%

UTILITY 41%

ATTRACTIVENESS 32%

# WHY PROMO ITEMS ARE KEPT

## POLO SHIRTS



# WHY PROMO ITEMS ARE KEPT

## BAGS

