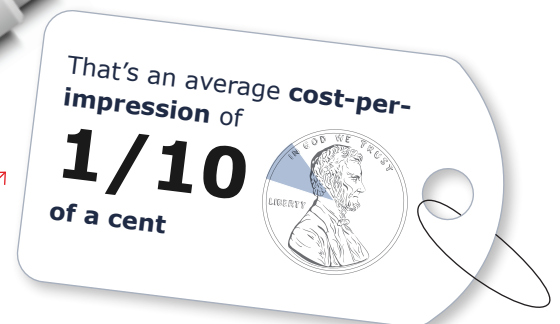
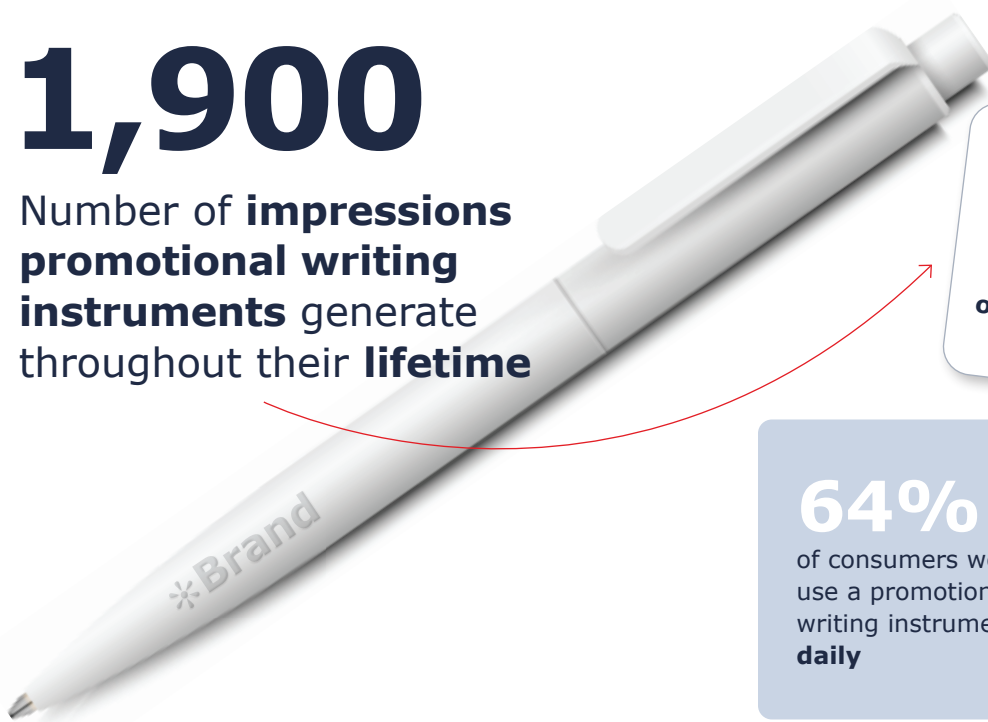


Category Spotlight

WRITING INSTRUMENTS

1,900

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



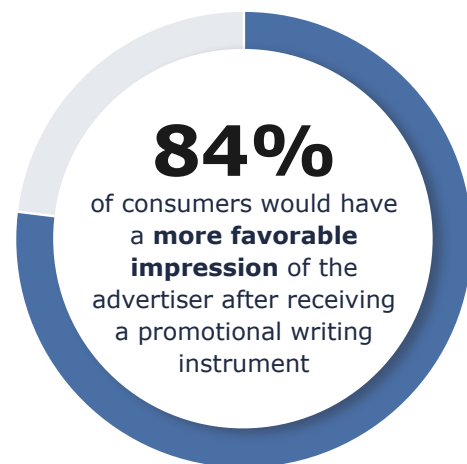
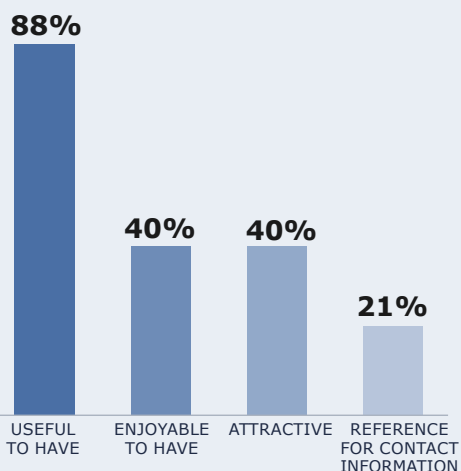
64%

of consumers would use a promotional writing instrument **daily**

65%

of consumers would keep a promotional writing instrument for **at least one year**

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



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



more than any other product category

77%

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

