

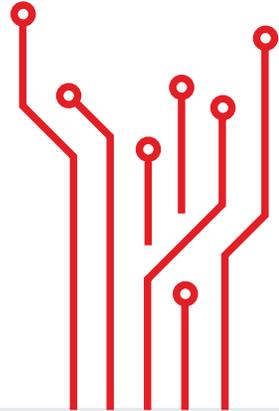


# Global Advertising Impressions Study

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2026/2027 EDITION

*Demonstrating the value and effectiveness of promotional products for end-users*



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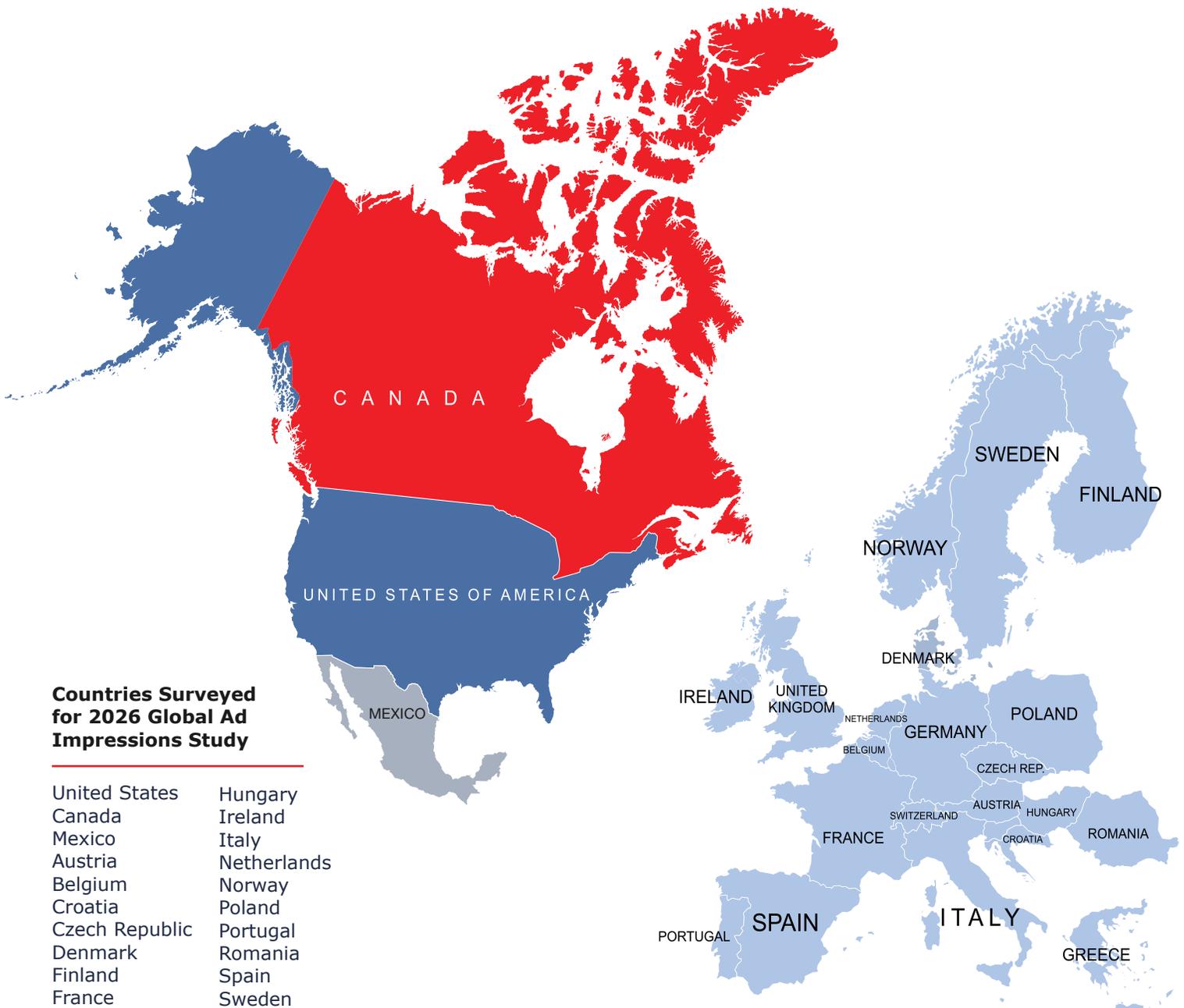
# Introduction

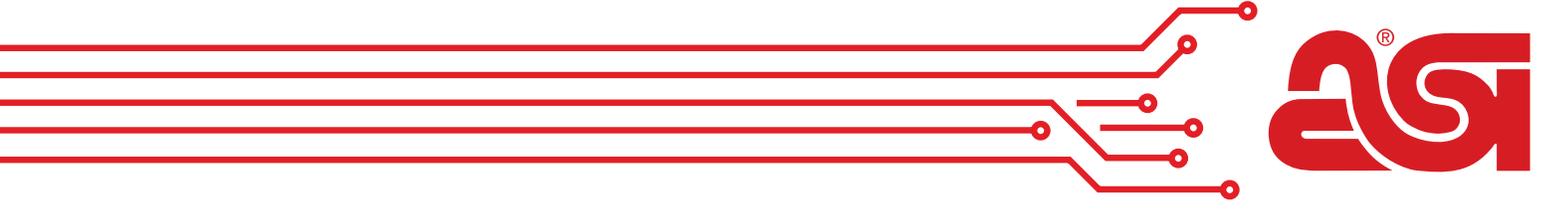
ASI's Ad Impressions study has focused on providing ASI members with data proving the powerful impact and influence of promotional products since it was first launched in 2006.

The findings in this report are based on thousands of online surveys taken by consumers (known in the promotional products industry as "end-users") throughout the United States, Canada, Mexico and much of Europe, focused on both individual promotional product categories and overall promo preferences by country. ASI Research asked about promotional products' reach, what

attributes most affect consumer perception of advertisers and how branded products influence buying decisions. The results demonstrate the power of promotional products among consumers on a global scale – in particular, how they serve as a more favorable form of advertising when it comes to both consumer advertising preferences and lower costs-per-impression.

ASI Research hopes our members will find the data and infographics presented here useful to more clearly demonstrate the value of promotional products as a part of overall branding and advertising strategies.

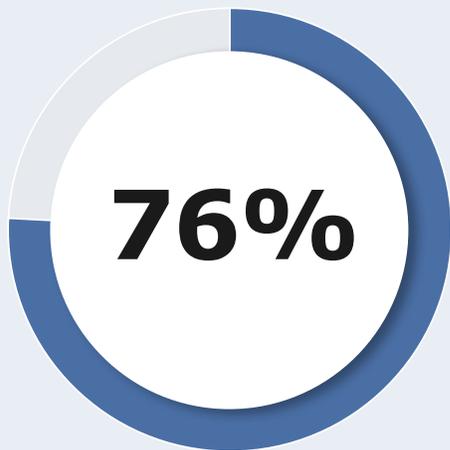




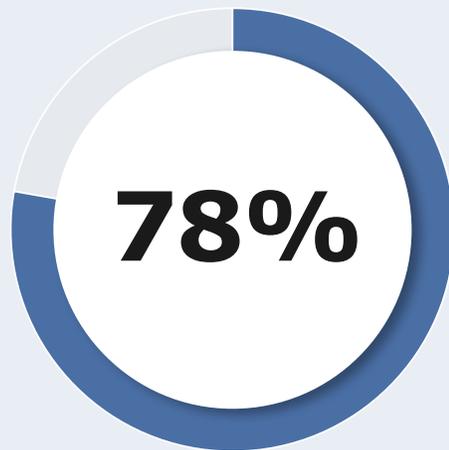
# U.S. Findings

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# U.S. Consumers



of consumers would be **more likely to do business** with an advertiser after receiving a **promotional item**



of consumers would have a **more favorable view** of an advertiser after receiving a **promotional item**



**74%**

of consumers would have a **more favorable view** of an advertiser specifically after receiving a **sustainable** promotional item



**79%**

of consumers would have a **more favorable view** of an advertiser specifically after receiving a **Made-in-the-USA** promotional item



**73%**

of consumers would have a **more favorable view** of an advertiser specifically after receiving a **socially responsible** promotional item

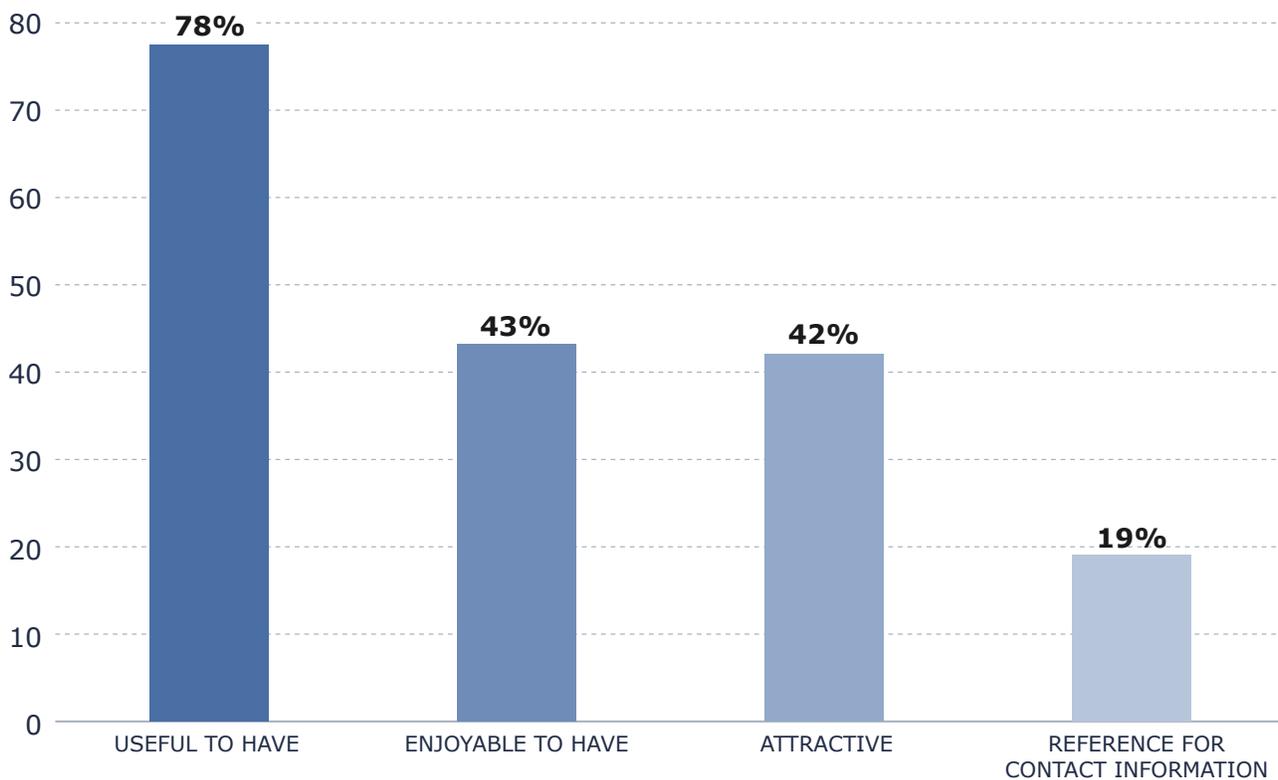


**68%**

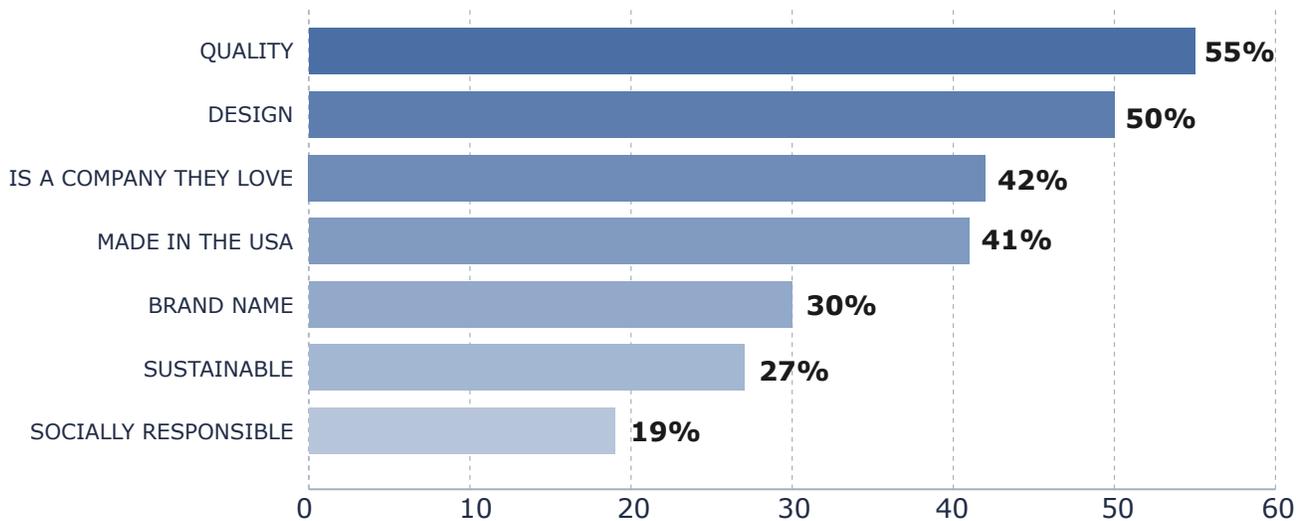
of consumers would have a **more favorable view** of an advertiser specifically after receiving a **personalized** promotional item

# U.S. Consumers

U.S. consumers would keep promotional items because they are:

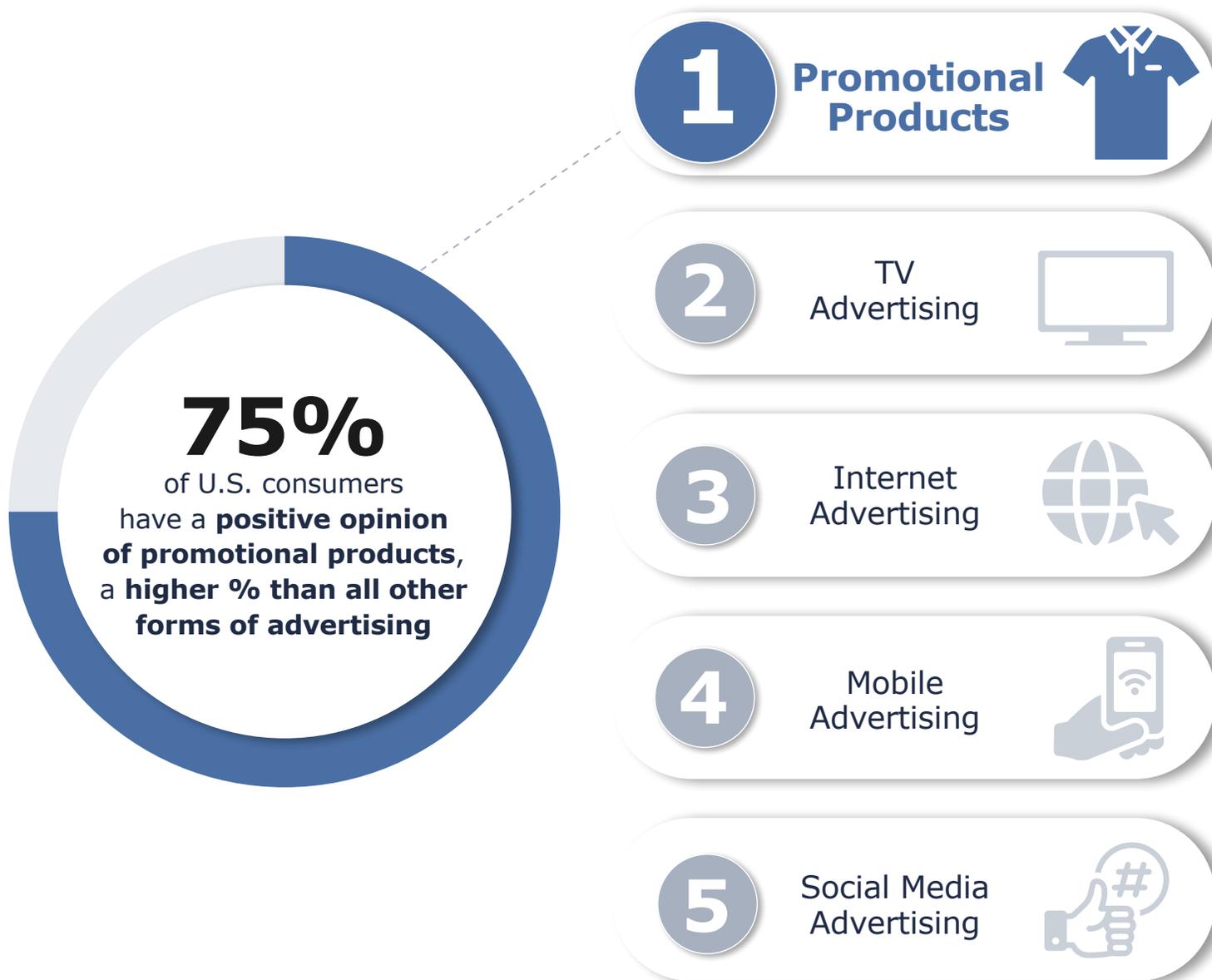


These factors would influence U.S. consumers' willingness to purchase a promotional item:



# Consumers Prefer Promo

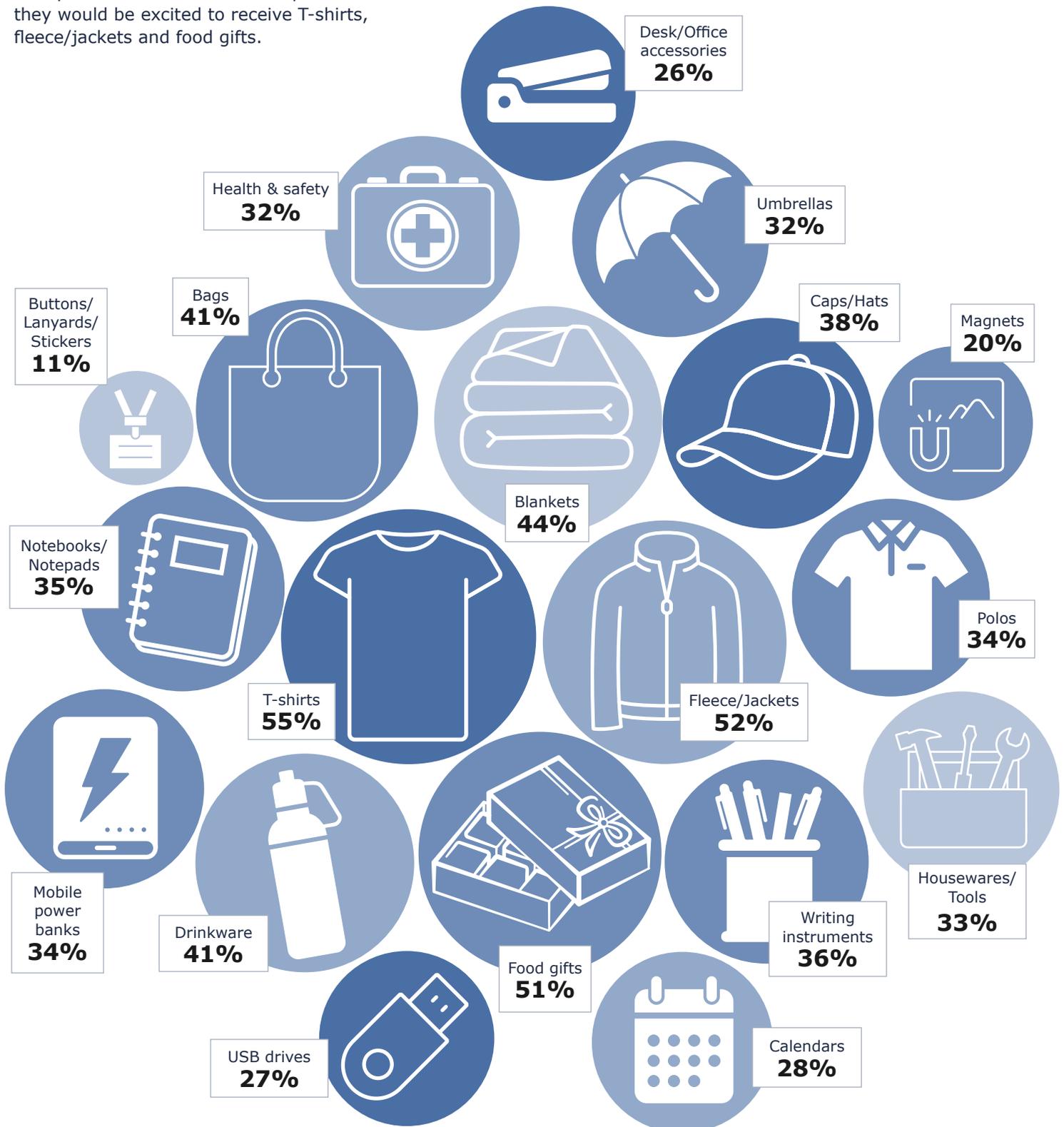
Across all advertising formats evaluated, promotional products received the most positive consumer ratings.



# Product Spotlight

## We asked: What promo products would you be most excited to receive?

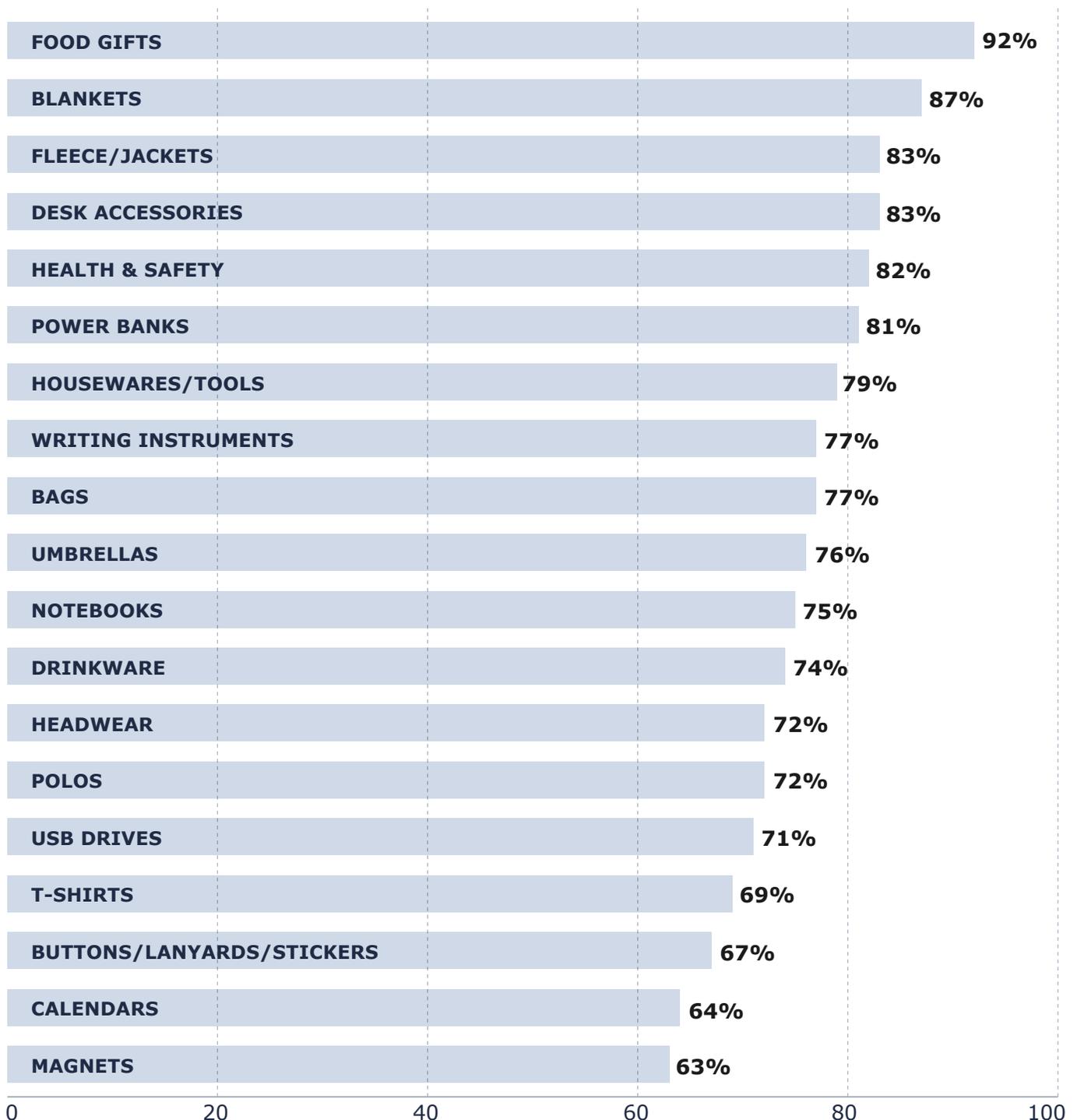
Survey respondents were able to select multiple promotional items in response to this question. More than 50% reported that they would be excited to receive T-shirts, fleece/jackets and food gifts.



# Product Spotlight

## We asked: How likely would you be to do business with an advertiser who gave you a promotional item?

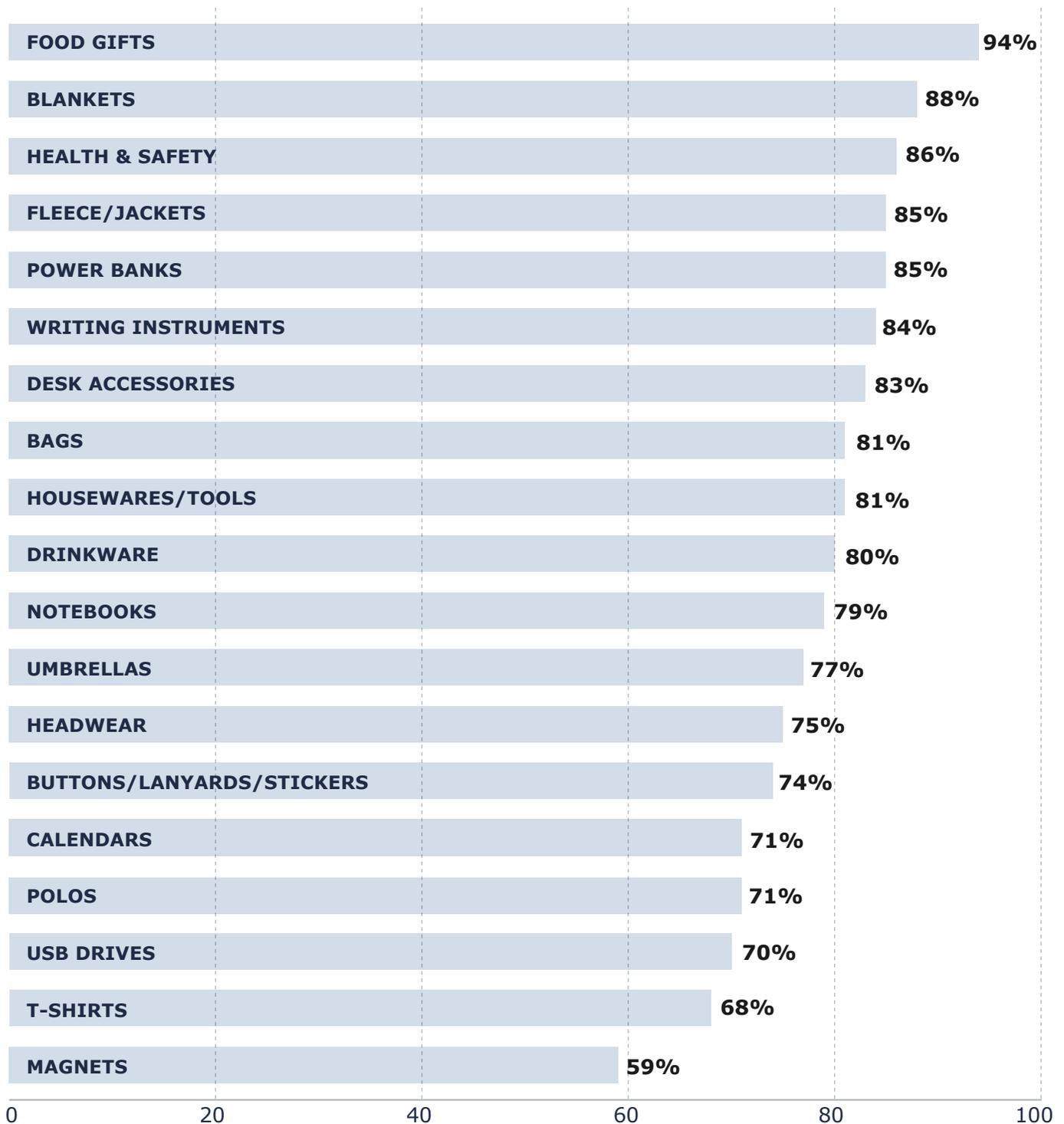
(Percentage of respondents who said they would be more likely to do business based on the product received)



# Product Spotlight

## We asked: What would be your impression of an advertiser after receiving a promotional item?

Survey respondents were asked if they would have a more or less favorable view of an advertiser after receiving different types of promotional items. Eighty-eight percent of respondents, for example, reported that they would have a more positive view of an advertiser who gave them a blanket.



# Product Spotlight

## VALUE-ADDED PRODUCTS

Sourcing promotional items that are sustainable, Made in the USA or manufactured in a socially responsible manner often comes with higher prices. But for many consumers, receiving a giveaway with these features – even in common categories like bags and T-shirts – creates a more favorable impression of the advertiser than a standard item.

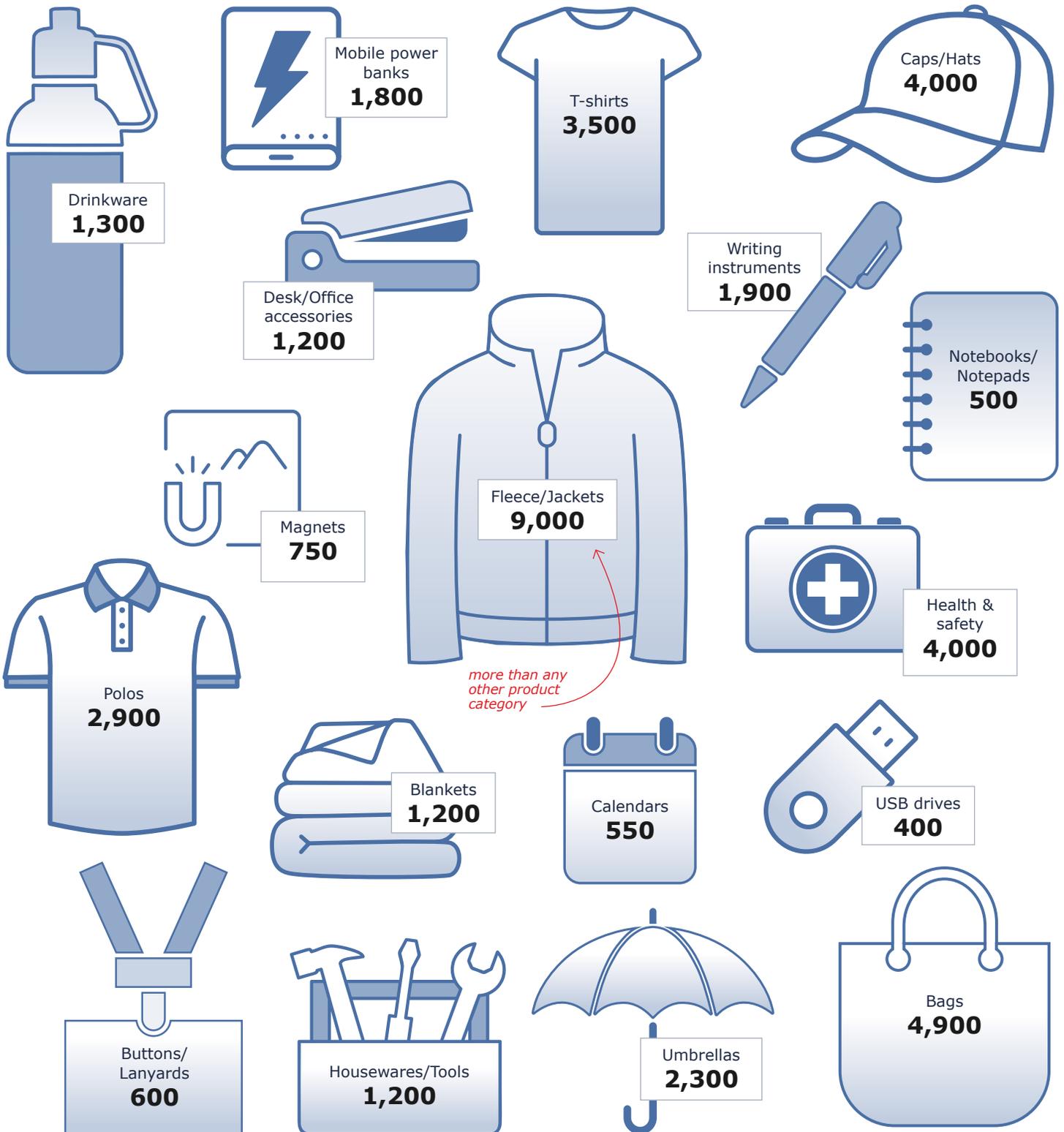
**Percentage of U.S. consumers that have a more favorable view of an advertiser if the promotional item they receive is...**

**1 2 3**

	SUSTAINABLE	MADE IN USA	SOCIALLY RESPONSIBLE
<b>Bags</b>	<b>86%</b>	<b>81%</b>	<b>87%</b>
<b>Blankets</b>	<b>78%</b>	<b>83%</b>	<b>77%</b>
<b>Buttons/Lanyards/Stickers</b>	<b>69%</b>	<b>77%</b>	<b>67%</b>
<b>Calendars</b>	<b>68%</b>	<b>66%</b>	<b>65%</b>
<b>Desk accessories</b>	<b>83%</b>	<b>84%</b>	<b>81%</b>
<b>Drinkware</b>	<b>75%</b>	<b>77%</b>	<b>71%</b>
<b>Fleece/Jackets</b>	<b>74%</b>	<b>79%</b>	<b>76%</b>
<b>Food gifts</b>	<b>80%</b>	<b>80%</b>	<b>77%</b>
<b>Headwear</b>	<b>69%</b>	<b>80%</b>	<b>73%</b>
<b>Health &amp; safety</b>	<b>74%</b>	<b>81%</b>	<b>71%</b>
<b>Housewares/Tools</b>	<b>67%</b>	<b>76%</b>	<b>63%</b>
<b>Magnets</b>	<b>61%</b>	<b>69%</b>	<b>64%</b>
<b>Notebooks</b>	<b>77%</b>	<b>81%</b>	<b>72%</b>
<b>Polos</b>	<b>70%</b>	<b>81%</b>	<b>73%</b>
<b>Power banks</b>	<b>76%</b>	<b>84%</b>	<b>79%</b>
<b>T-shirts</b>	<b>68%</b>	<b>83%</b>	<b>68%</b>
<b>Umbrellas</b>	<b>81%</b>	<b>80%</b>	<b>76%</b>
<b>USB drives</b>	<b>67%</b>	<b>77%</b>	<b>68%</b>
<b>Writing instruments</b>	<b>75%</b>	<b>86%</b>	<b>73%</b>

# Product Spotlight

ASI Research calculates the average number of impressions for each promotional product category by multiplying the average length of time consumers keep a given product by the frequency of its usage and how many people they come in contact with while using it. In the U.S., fleece and jackets are the product category with the highest number of impressions.

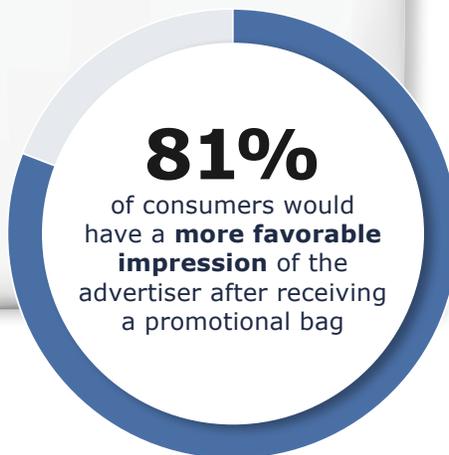




That's an average **cost-per-impression** of **1/10** of a cent

# 4,900

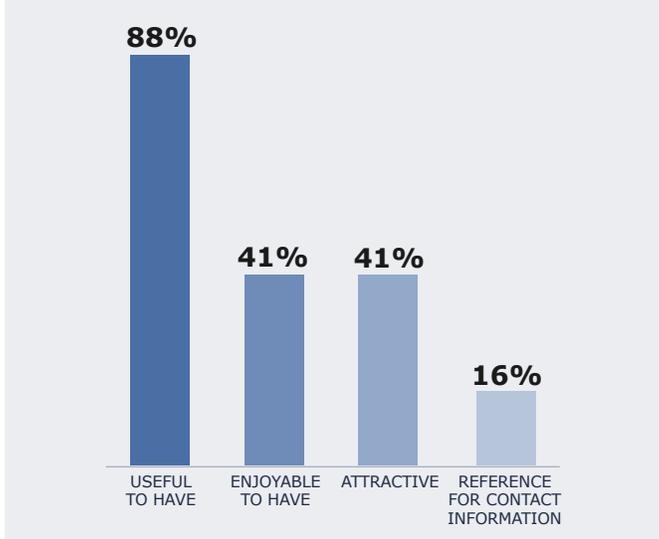
Number of **impressions promotional bags** generate throughout their **lifetime**



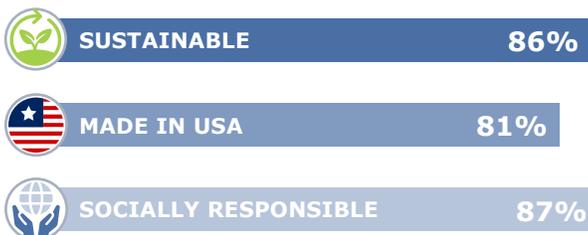
**92%** of consumers would use a promotional bag **at least once per month**

**84%** of consumers would keep a promotional bag for **at least one year**

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



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



*more than any other product category*

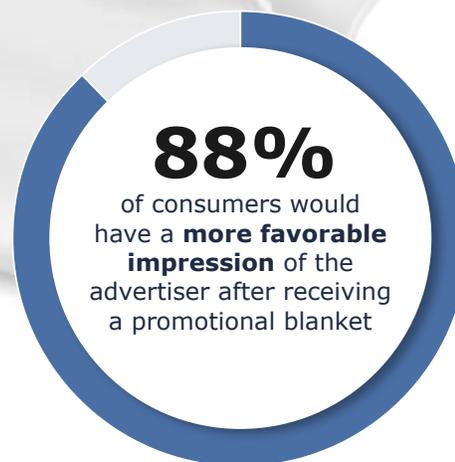
**77%** of consumers would be **more likely to do business** with an advertiser who gave them a promotional bag

# Category Spotlight

BLANKETS

# 1,200

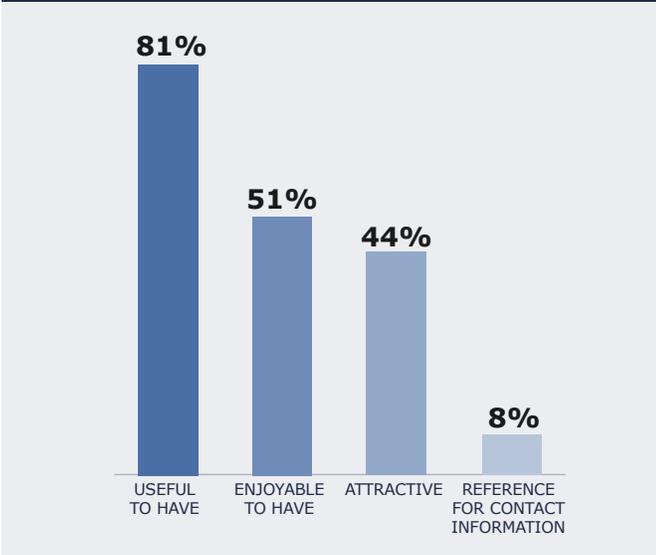
Number of **impressions promotional blankets** generate throughout their **lifetime**



**95%**  
of consumers would use a promotional blanket **at least once per month**

**Half**  
of consumers would keep a promotional blanket for **more than five years**

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



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



**87%**  
of consumers would be **more likely to do business** with an advertiser who gave them a promotional blanket



# Category Spotlight

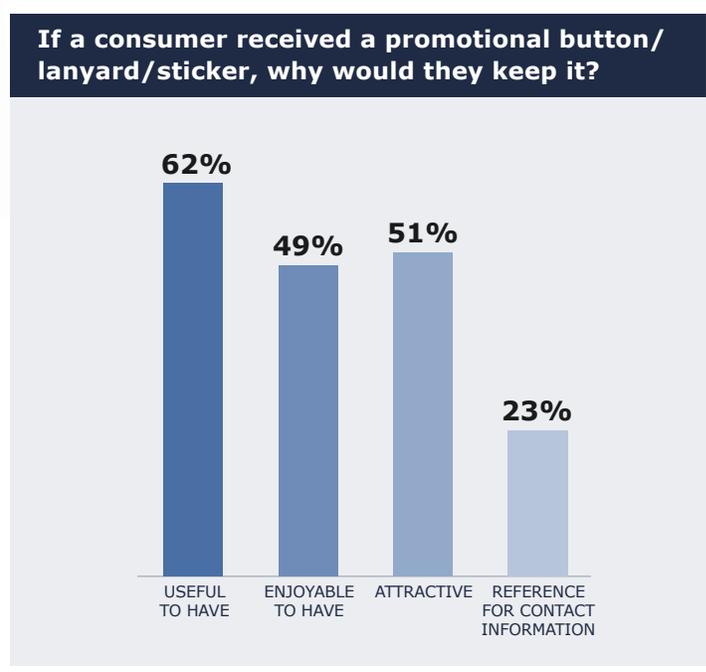
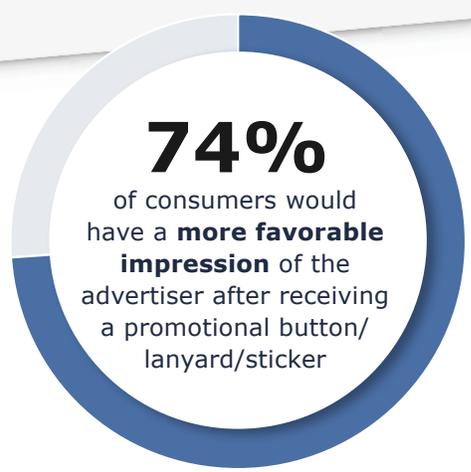
BUTTONS/LANYARDS/STICKERS



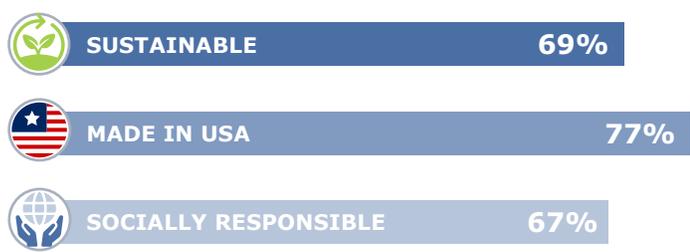
**600**  
Number of **impressions** promotional buttons/lanyards/stickers generate throughout their **lifetime**

**84%**  
of consumers would wear a promotional button/lanyard/sticker **at least once per month**

**62%**  
of consumers would keep a promotional button/lanyard/sticker for **at least a year**



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



**67%**  
of consumers would be **more likely to do business** with an advertiser who gave them a promotional button/lanyard/sticker

# Category Spotlight

**550**

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

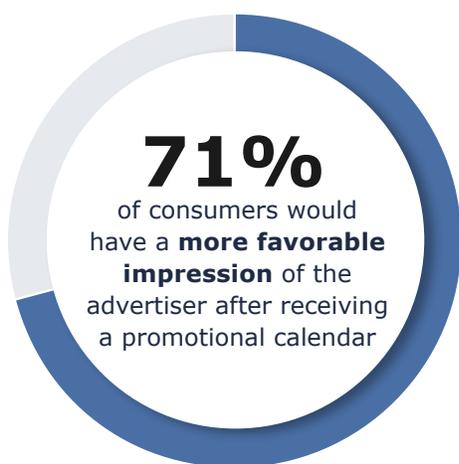
\*Brand

That's an average **cost-per-impression** of **1 cent**

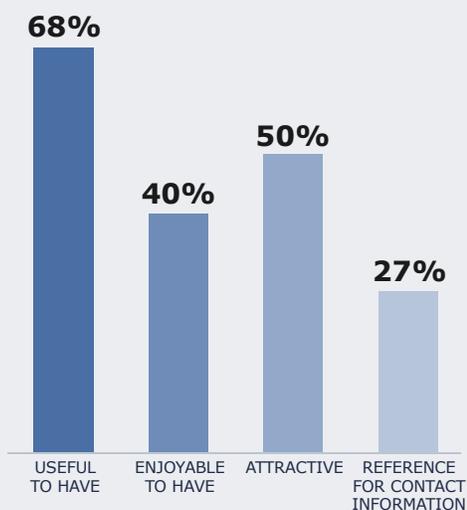


**76%**

of consumers would refer to a promotional calendar **at least once per week**



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



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

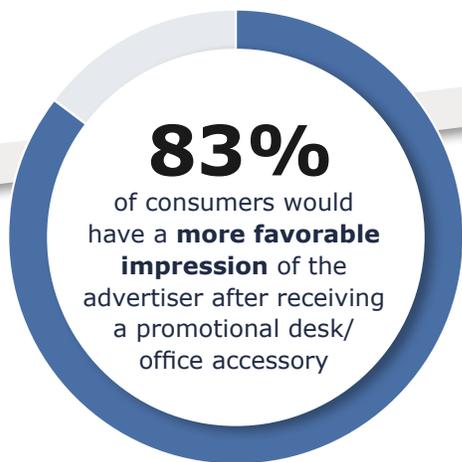
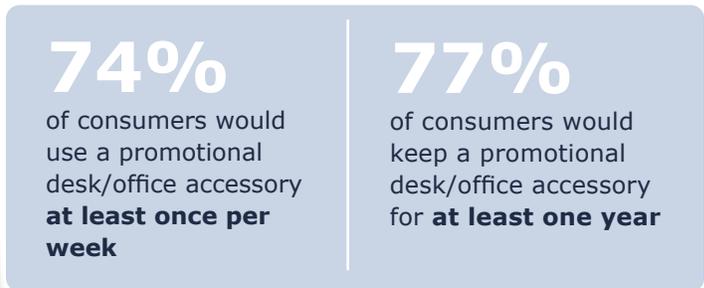


**64%**

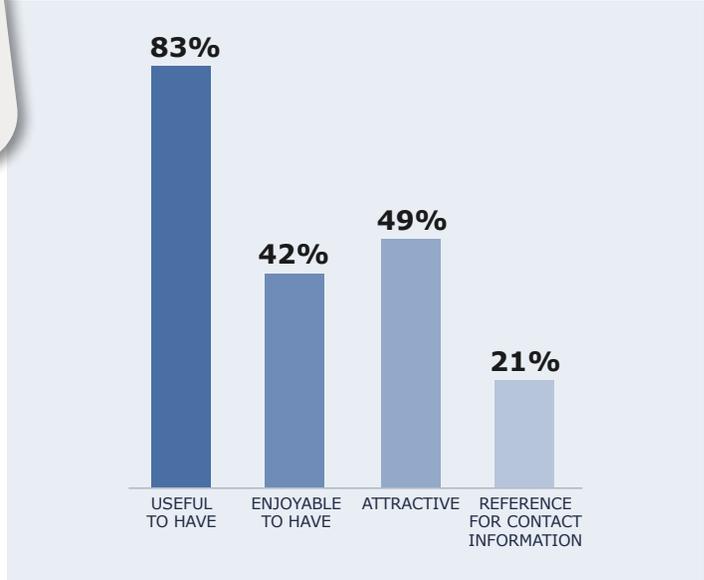
of consumers would be **more likely to do business** with an advertiser who gave them a promotional calendar

# Category Spotlight

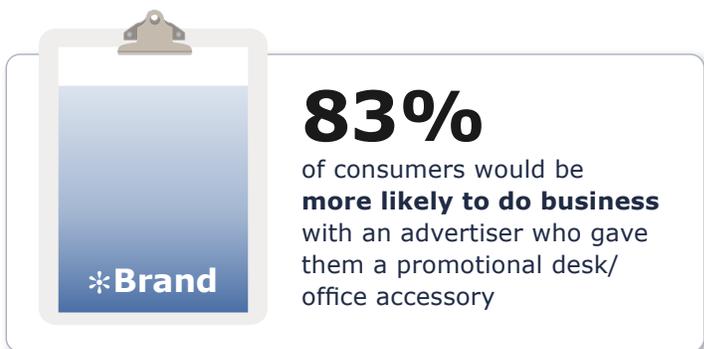
DESK/OFFICE ACCESSORIES



**If a consumer received a promotional desk/office accessory, why would they keep it?**

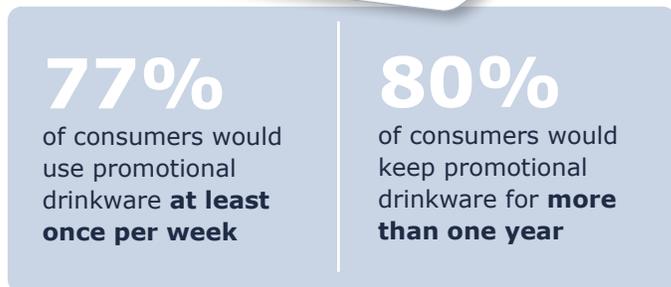


**Percentage of consumers who view advertisers more favorably when promo is...**

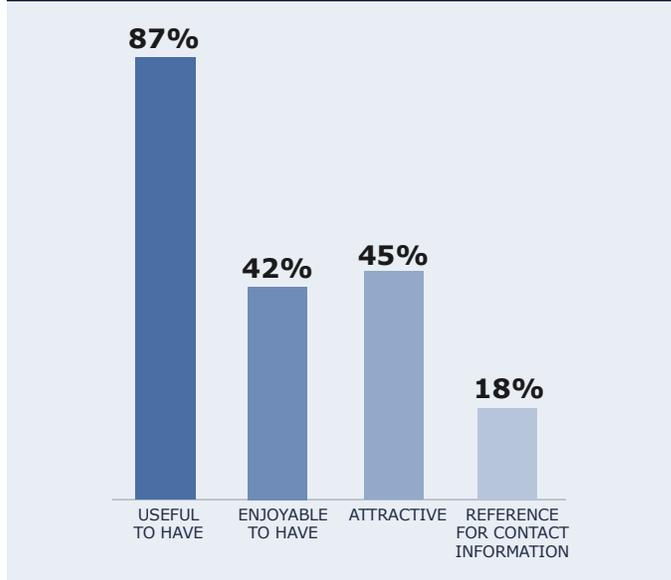


# Category Spotlight

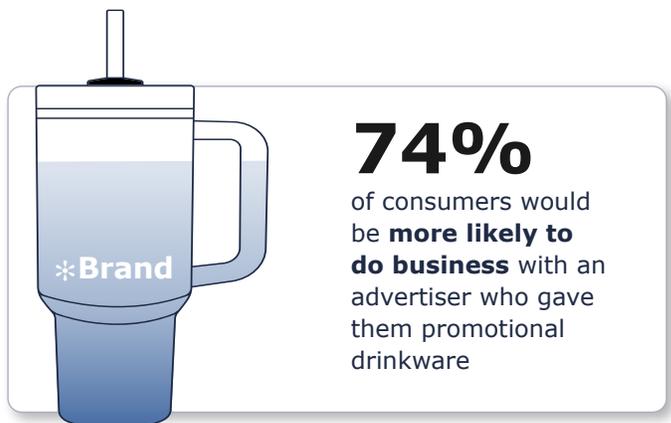
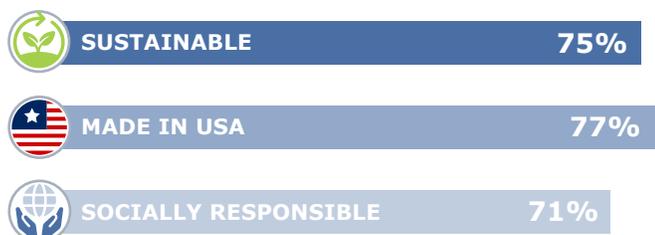
DRINKWARE



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



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



# Category Spotlight

FLEECE/JACKETS



# 9,000

Number of **impressions promotional fleece/jackets** generate throughout their **lifetime**

That's an average **cost-per-impression** of **4/10** of a cent

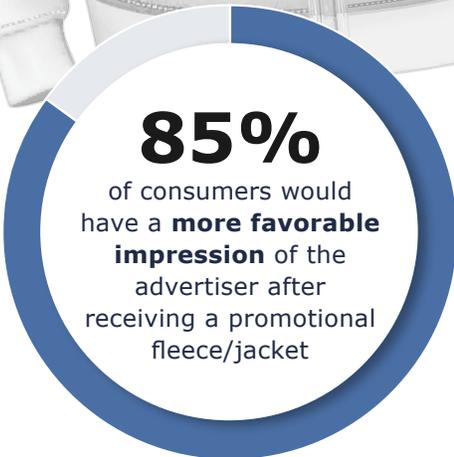
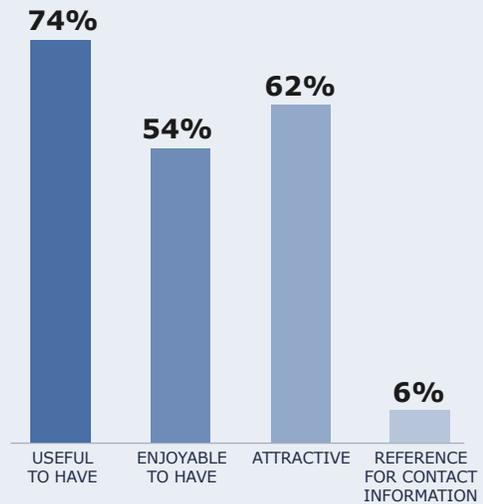
## 78%

of consumers would wear a promotional fleece/jacket **at least once per week**

## 87%

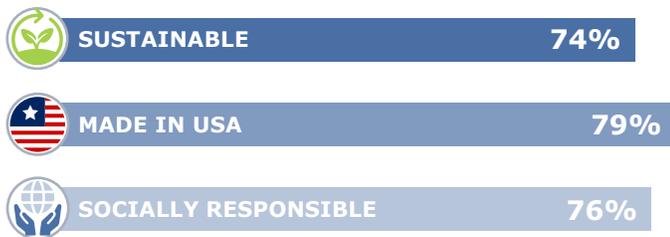
of consumers would keep a promotional fleece/jacket for **more than one year**

**If a consumer received a promotional fleece/jacket, why would they keep it?**



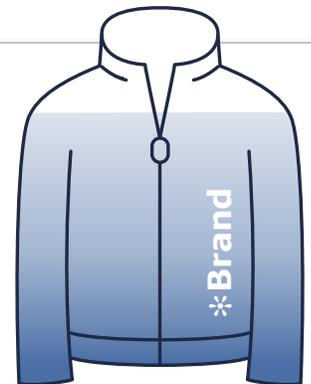
*more than any other product category*

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



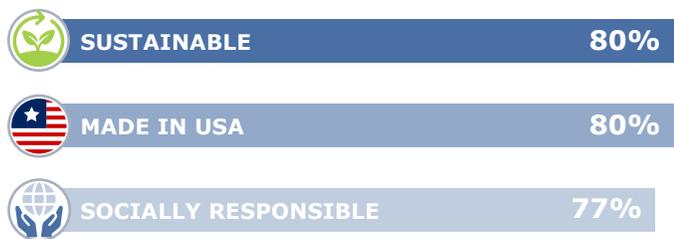
# 85%

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





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

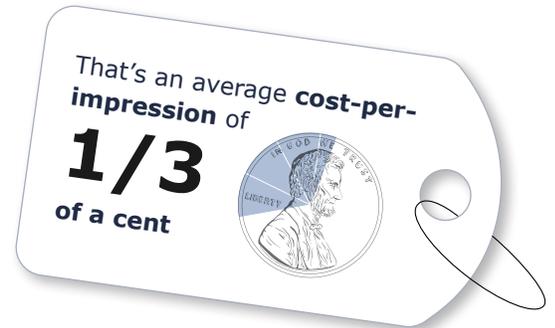


# Category Spotlight

# 4,000

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

\*Brand



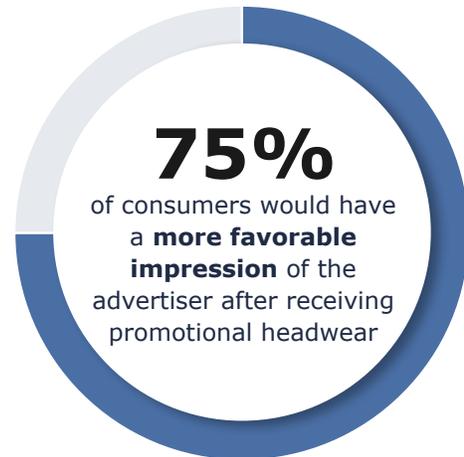
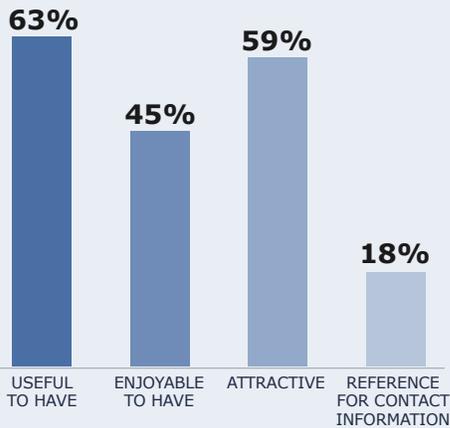
## 60%

of consumers would wear promotional headwear at **least once per week**

## 64%

of consumers would keep promotional headwear for at **least one year**

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

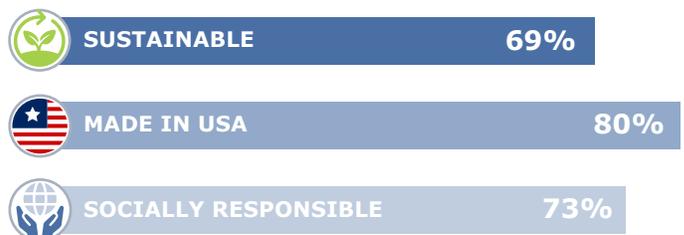


## 72%

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

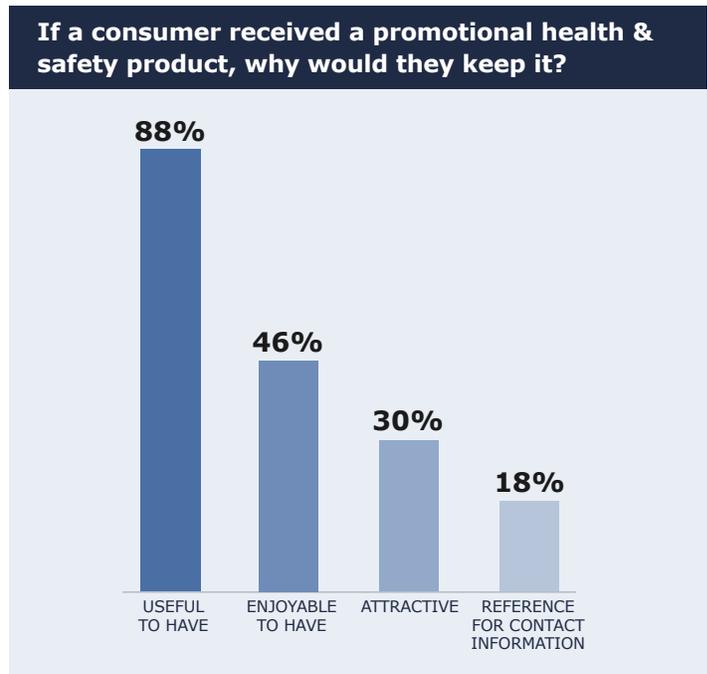
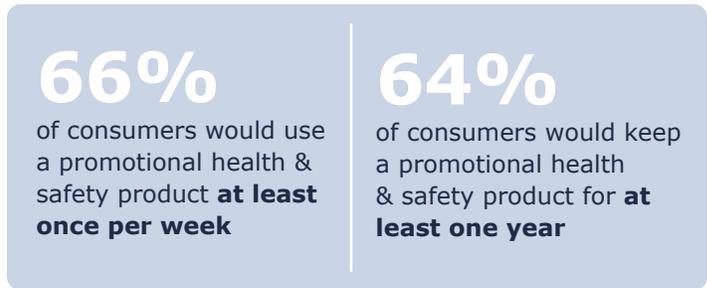


**Percentage of consumers who view advertisers more favorably when promo is...**



# Category Spotlight

HEALTH & SAFETY PRODUCTS



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



# Category Spotlight

HOUSEWARES



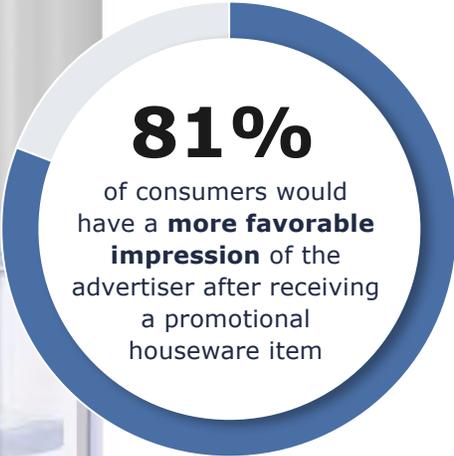
# 1,200

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

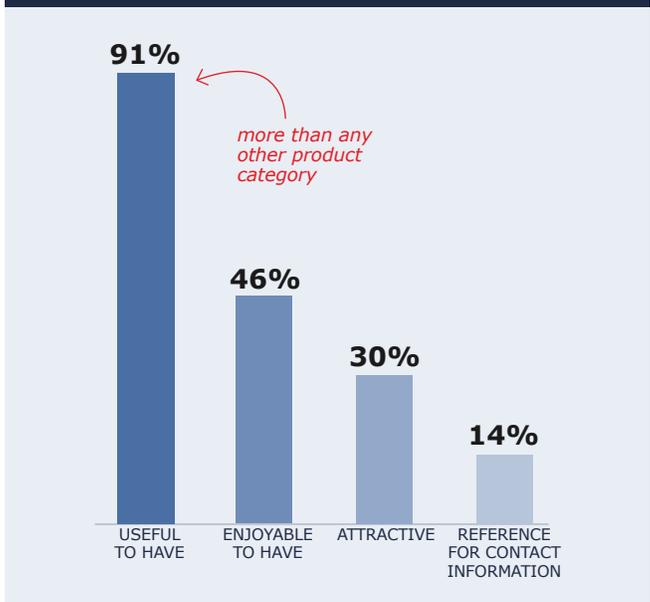


**80%**  
of consumers would use a promotional houseware item **at least once per week**

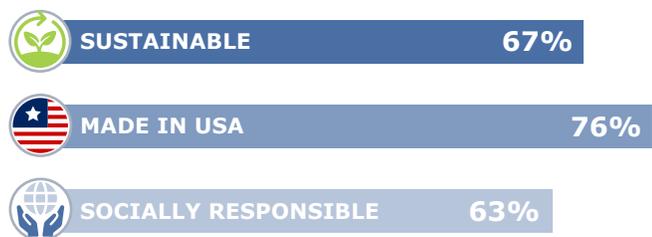
Nearly **half**  
of consumers would keep a promotional houseware item for **more than five years**



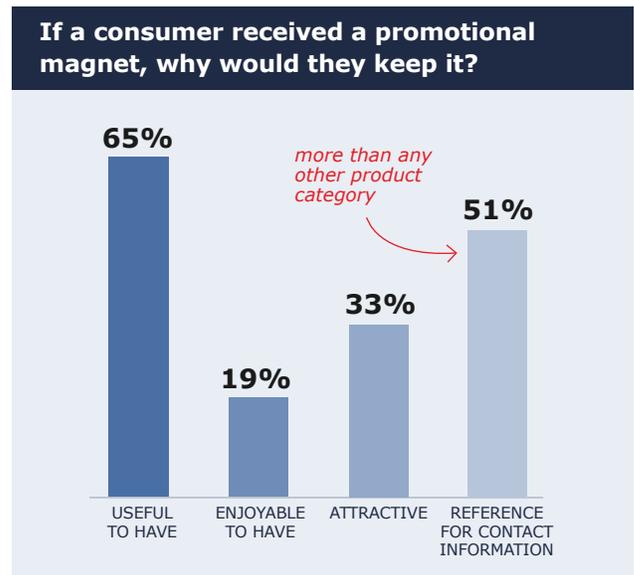
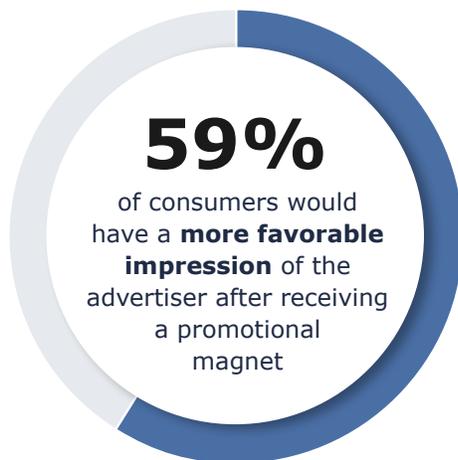
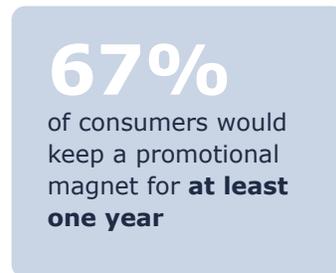
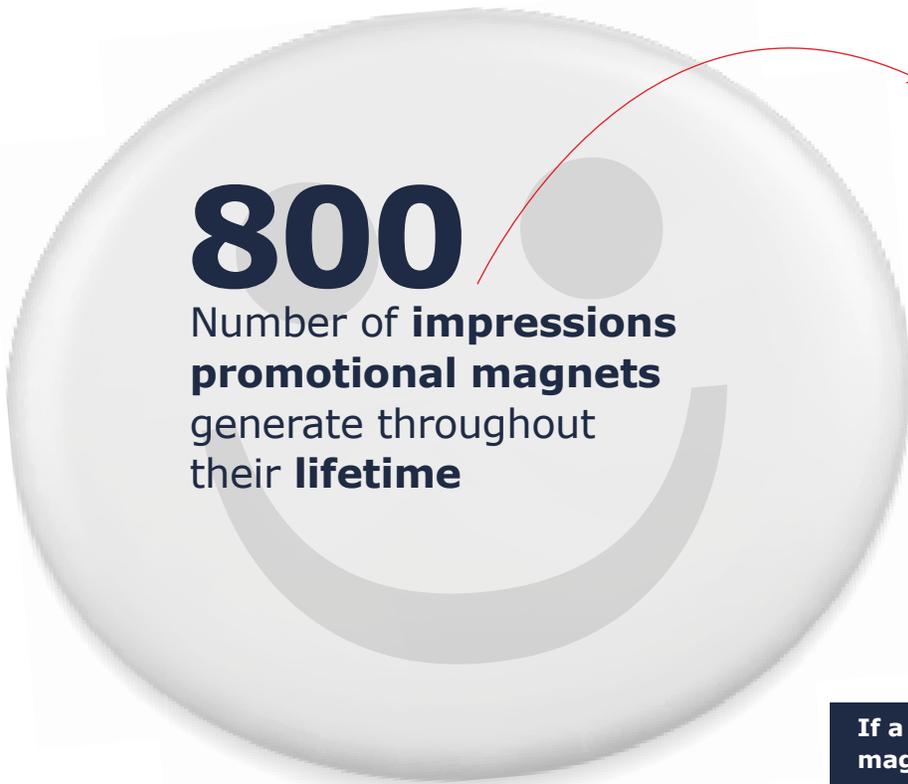
**If a consumer received a promotional houseware item, why would they keep it?**



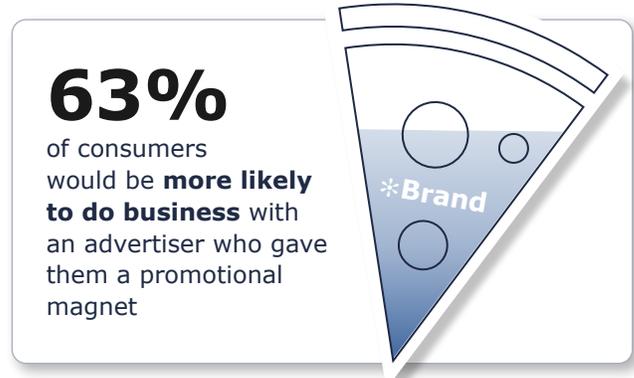
**Percentage of consumers who view advertisers more favorably when promo is...**



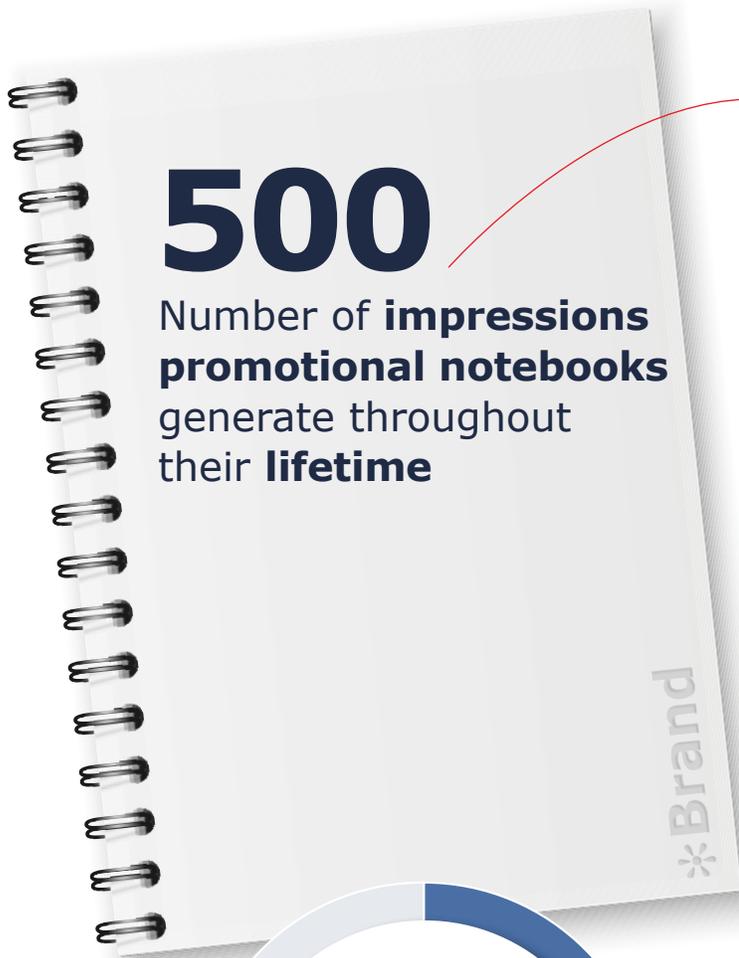
**79%**  
of consumers would be **more likely to do business** with an advertiser who gave them a promotional houseware item



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

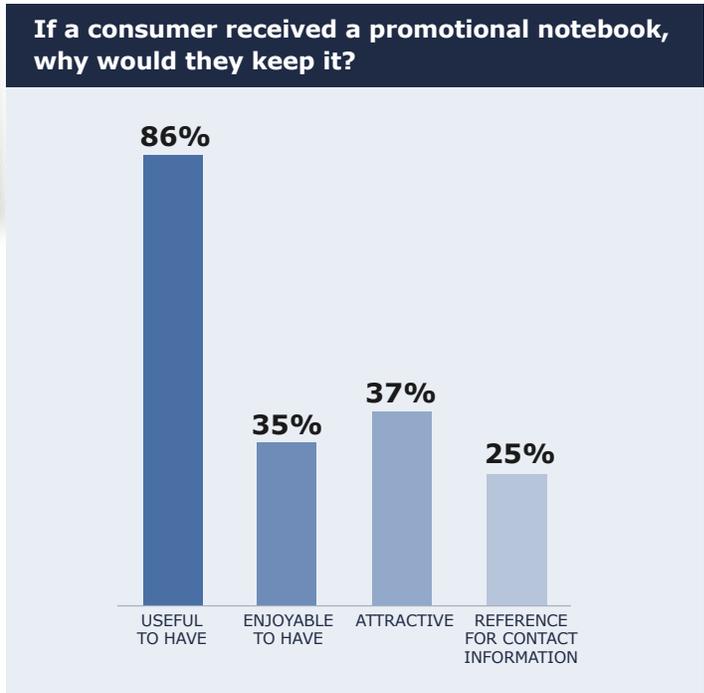
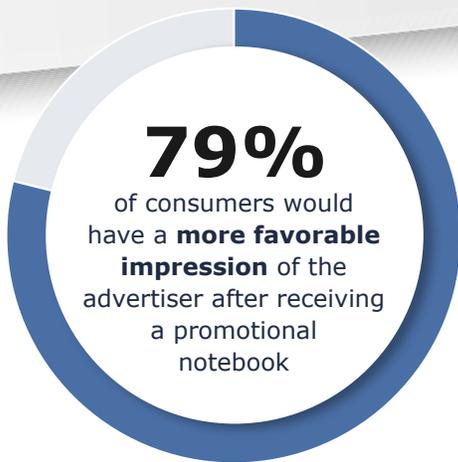
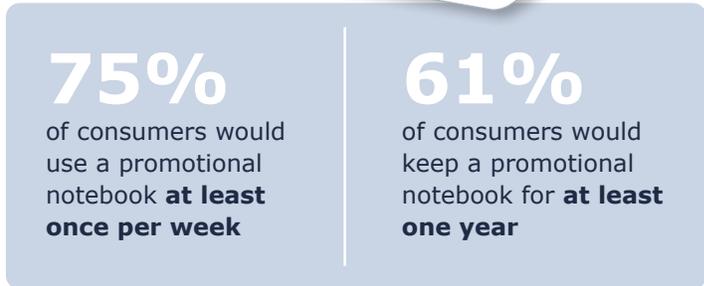


# Category Spotlight

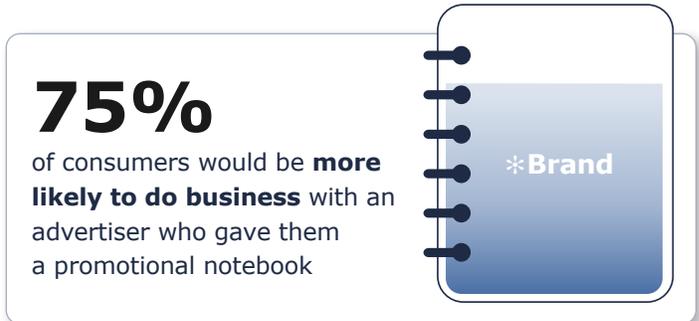
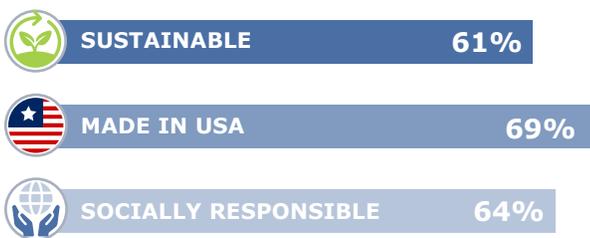


# 500

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



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



# Category Spotlight

POLOS



# 2,900

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

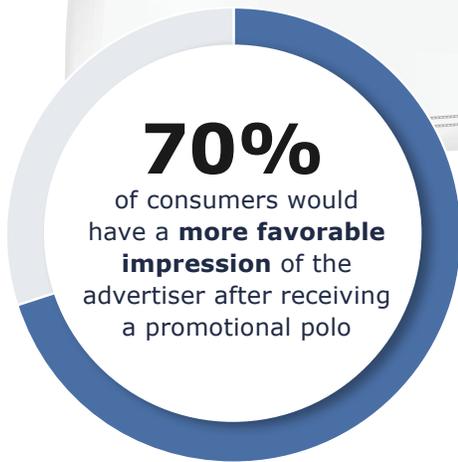
That's an average **cost-per-impression** of **7/10** of a cent

## 80%

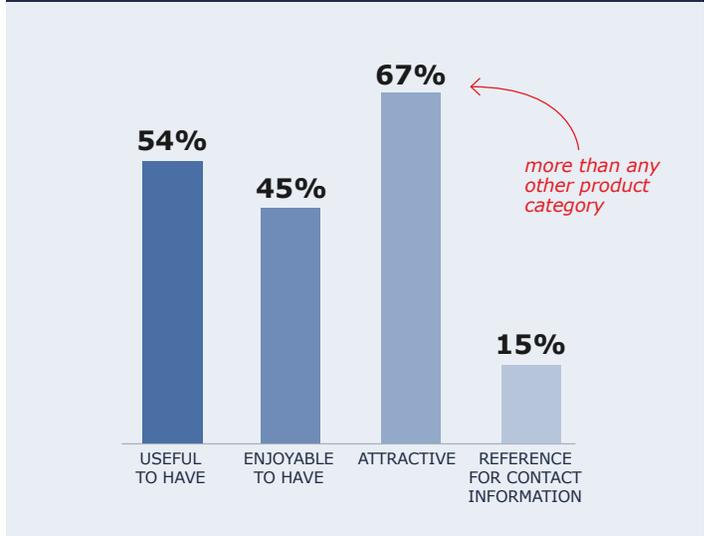
of consumers would wear a promotional polo **at least once per month**

## 73%

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



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



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



**72%**  
of consumers would be **more likely to do business** with an advertiser who gave them a promotional polo

# Category Spotlight

POWER BANKS

# 1,800

Number of **impressions promotional power banks** generate throughout their **lifetime**

That's an average **cost-per-impression** of **7/10** of a cent

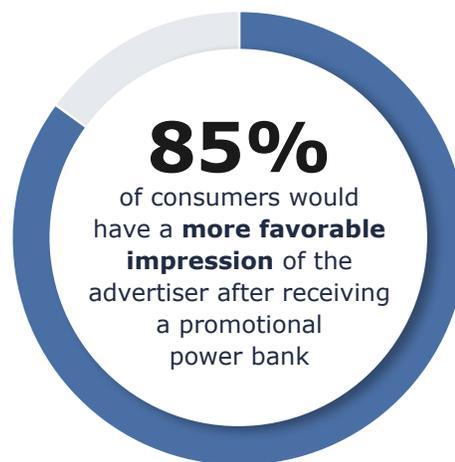
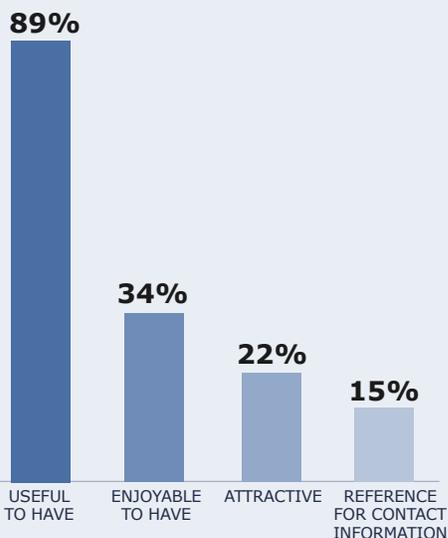
## 77%

of consumers would use a promotional power bank **at least once per week**

## 85%

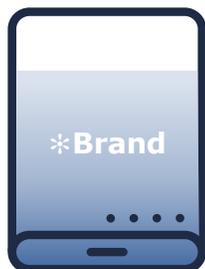
of consumers would keep a promotional power bank for **at least one year**

**If a consumer received a promotional power bank, why would they keep it?**



## 81%

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



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



# Category Spotlight

T-SHIRTS



**3,500**

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

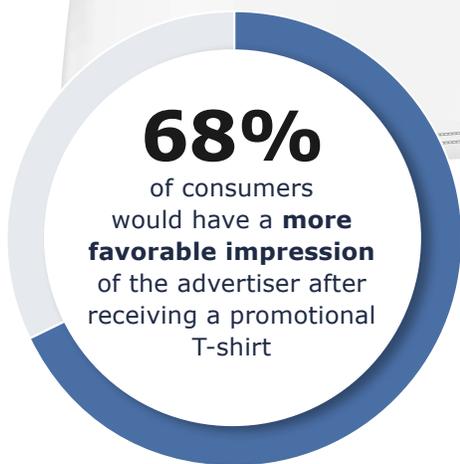


**90%**

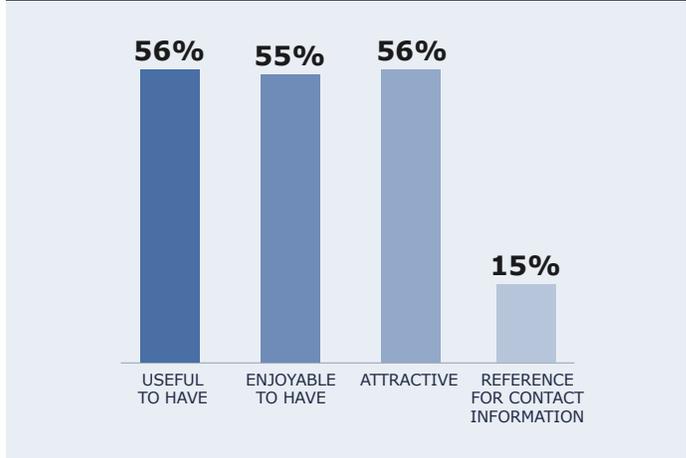
of consumers would wear a promotional T-shirt **at least once per month**

**80%**

of consumers would keep a promotional T-shirt for **at least one year**



### If a consumer received a promotional T-shirt, why would they keep it?



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



**69%**

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

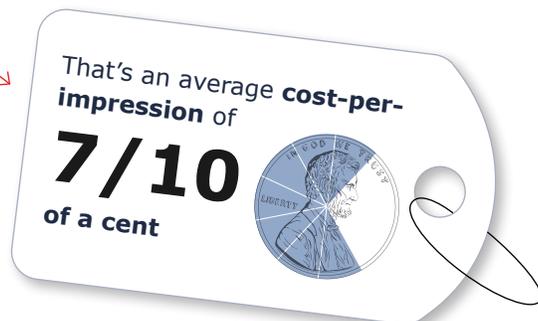


# Category Spotlight

UMBRELLAS

# 2,300

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



*more than any other product category*

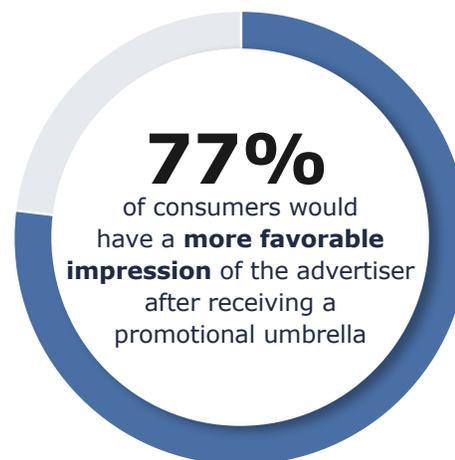
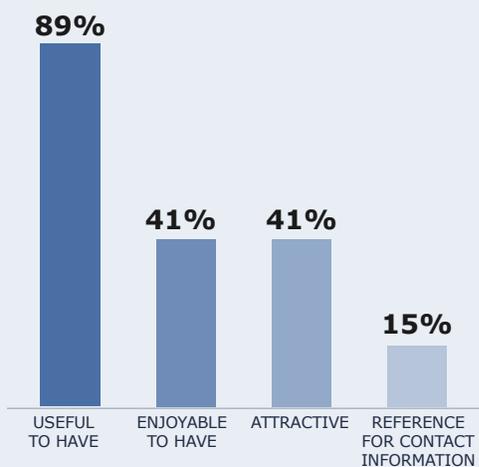
## 94%

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...**

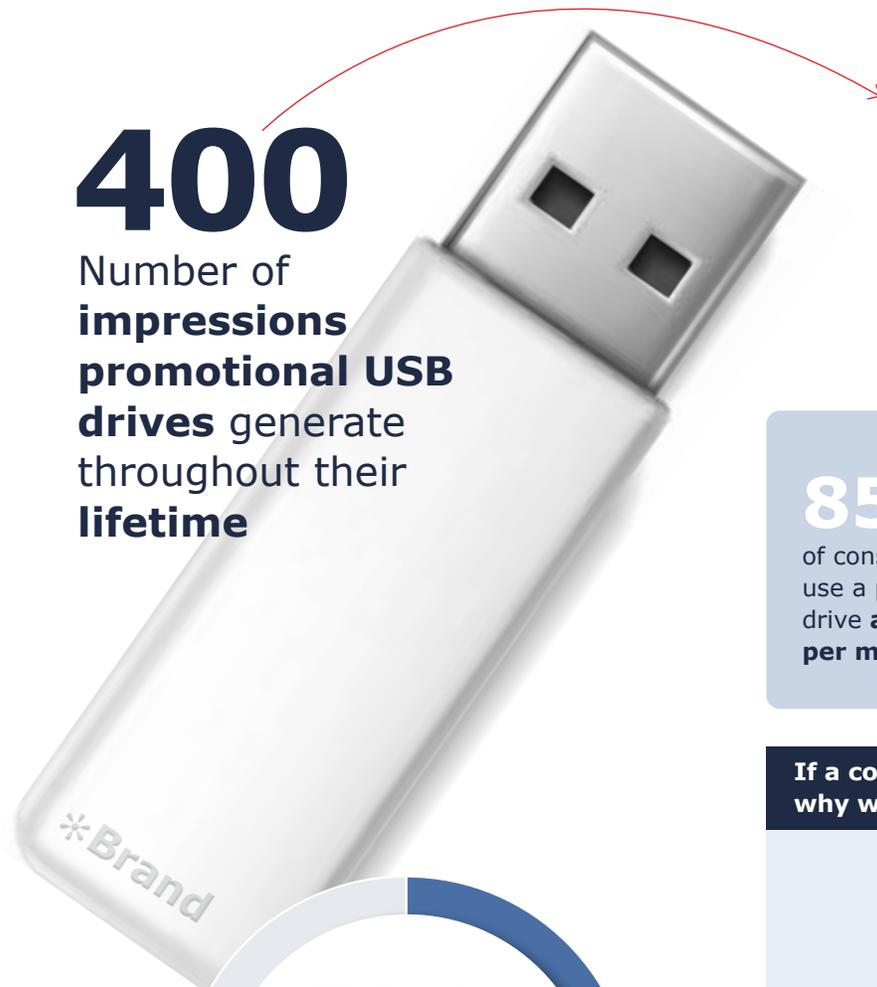


# Category Spotlight

USB DRIVES

# 400

Number of impressions promotional USB drives generate throughout their lifetime

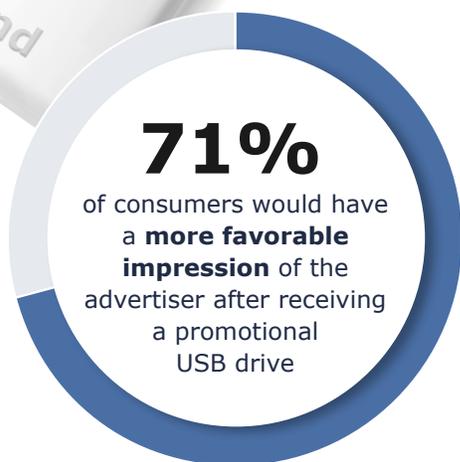


## 85%

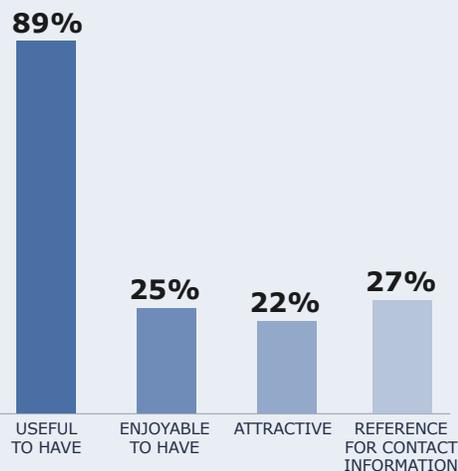
of consumers would use a promotional USB drive **at least once per month**

## Nearly half

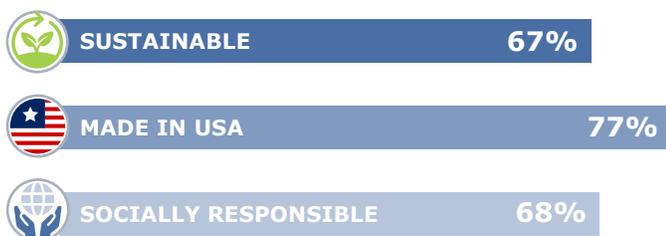
of consumers would keep a promotional USB drive for **at least five years**



**If a consumer received a promotional USB drive, why would they keep it?**

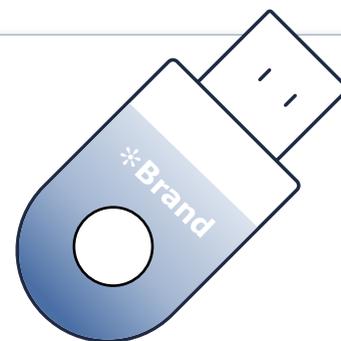


**Percentage of consumers who view advertisers more favorably when promo is...**



## 71%

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

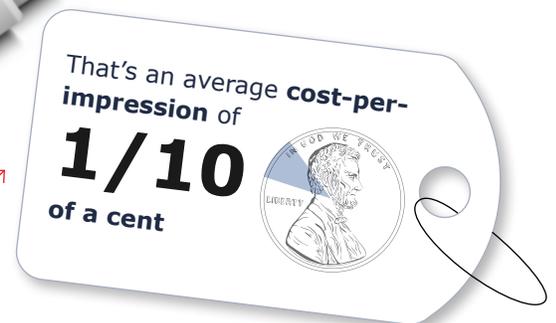


# Category Spotlight

WRITING INSTRUMENTS

# 1,900

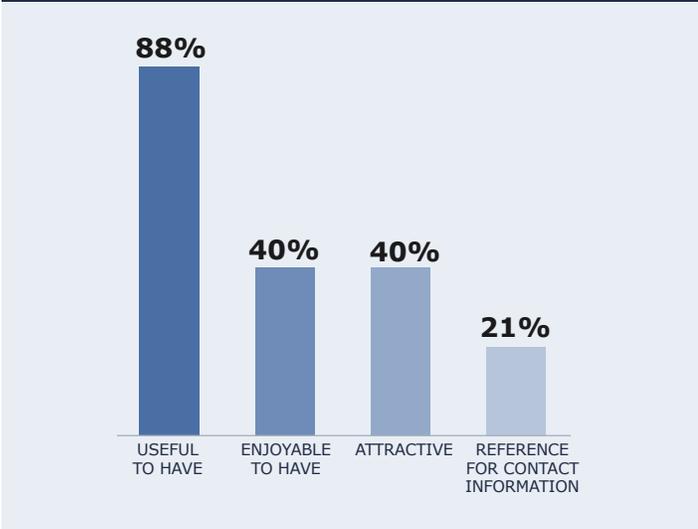
Number of **impressions promotional writing instruments** generate throughout their **lifetime**



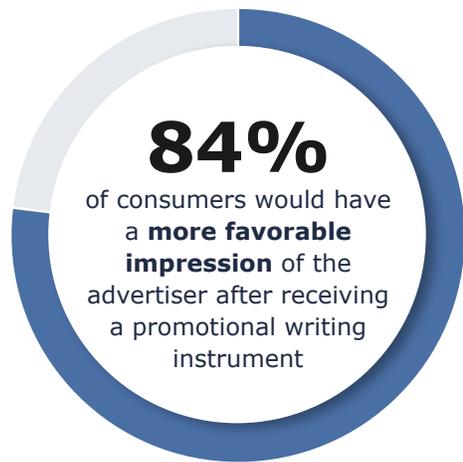
**64%**  
of consumers would use a promotional writing instrument **daily**

**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?**



**77%**  
of consumers would be **more likely to do business** with an advertiser who gave them a promotional writing instrument



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



*more than any other product category*

