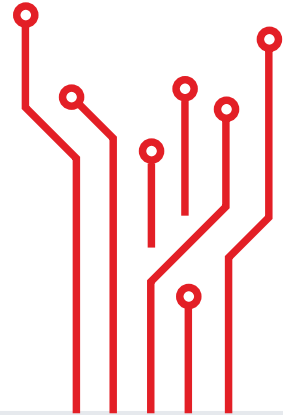


CANADA

Global Advertising Impressions Study

2026/2027 EDITION

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



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- International. Coming in May 2026



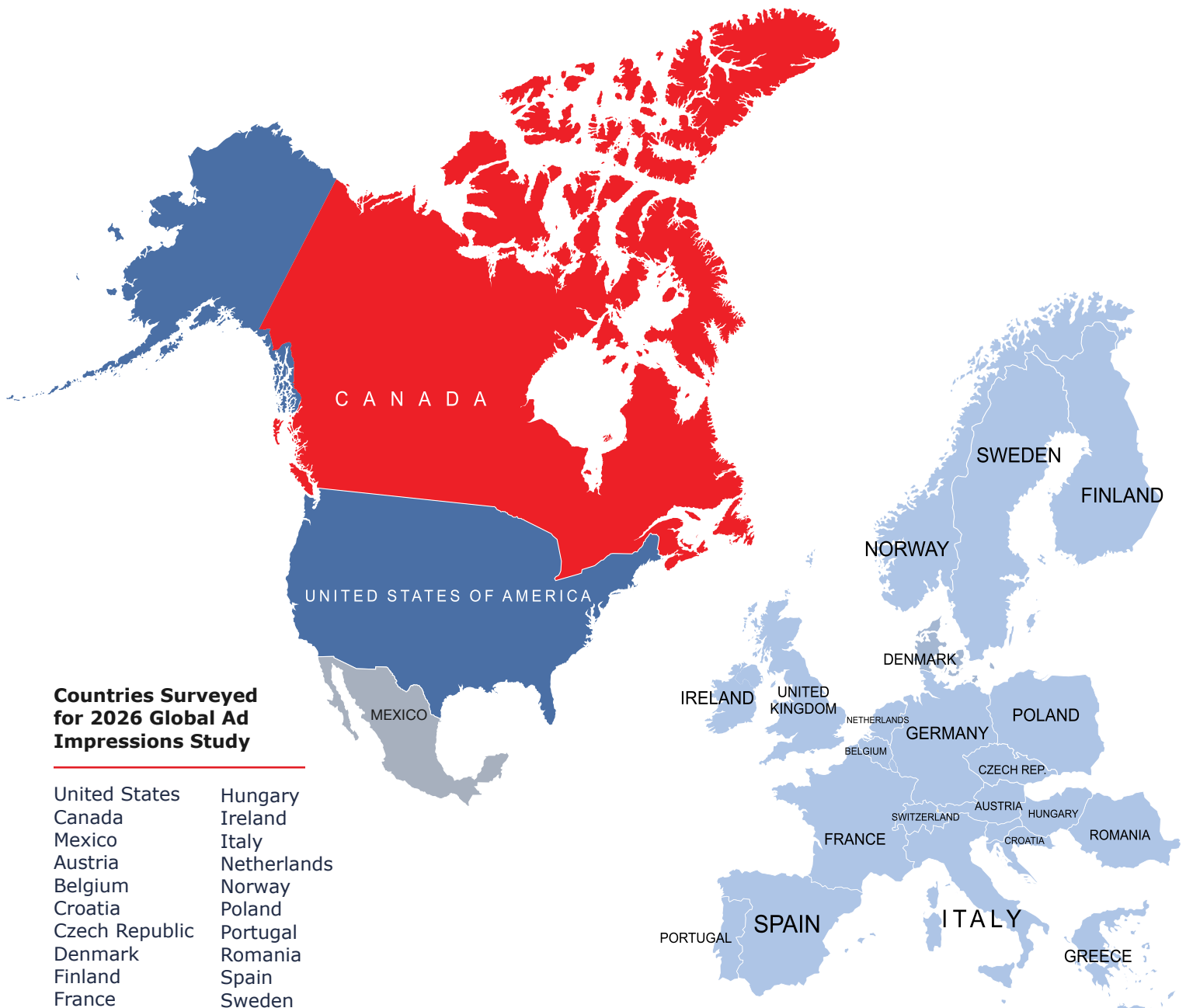
Introduction

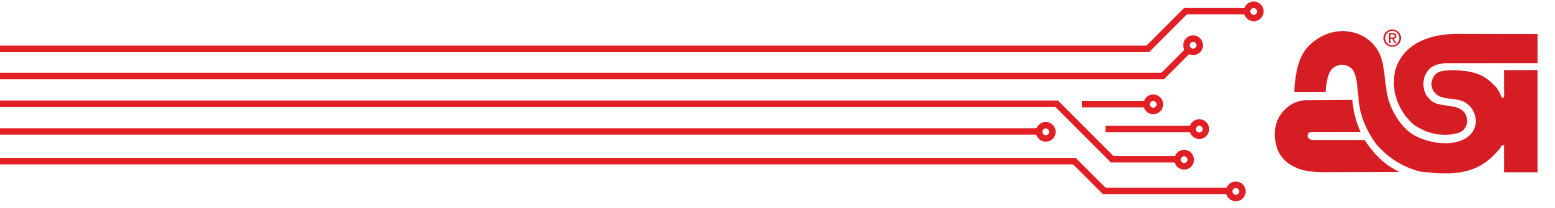
ASI's Ad Impressions Study has focused on providing ASI members with data proving the powerful impact and influence of promotional products since it was first launched in 2006.

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

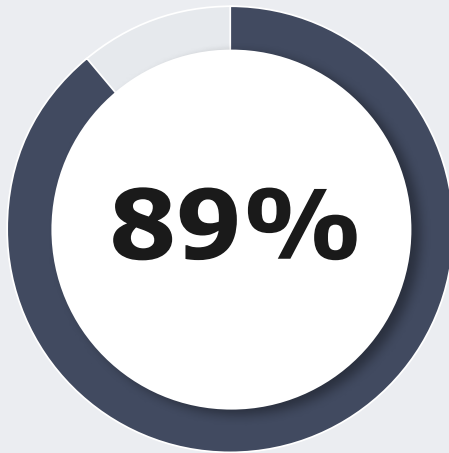
attributes most affect consumer perception of advertisers and how branded products influence buying decisions. The results demonstrate the power of promotional products among consumers on a global scale – in particular, how they serve as a more favourable form of advertising when it comes to both consumer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

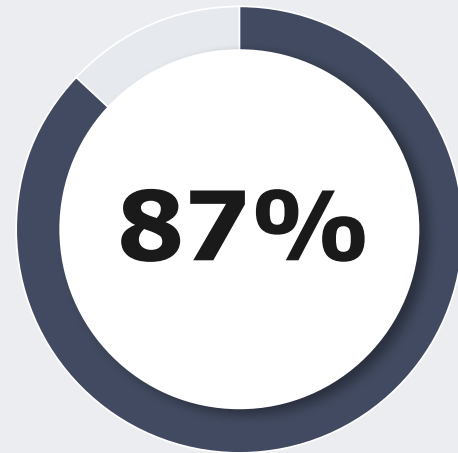




Canada Findings



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



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



83%

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



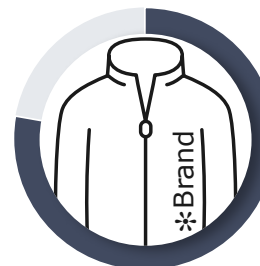
91%

of consumers would have an even **more favourable view** of an advertiser specifically after receiving a promotional item **manufactured in Canada**



79%

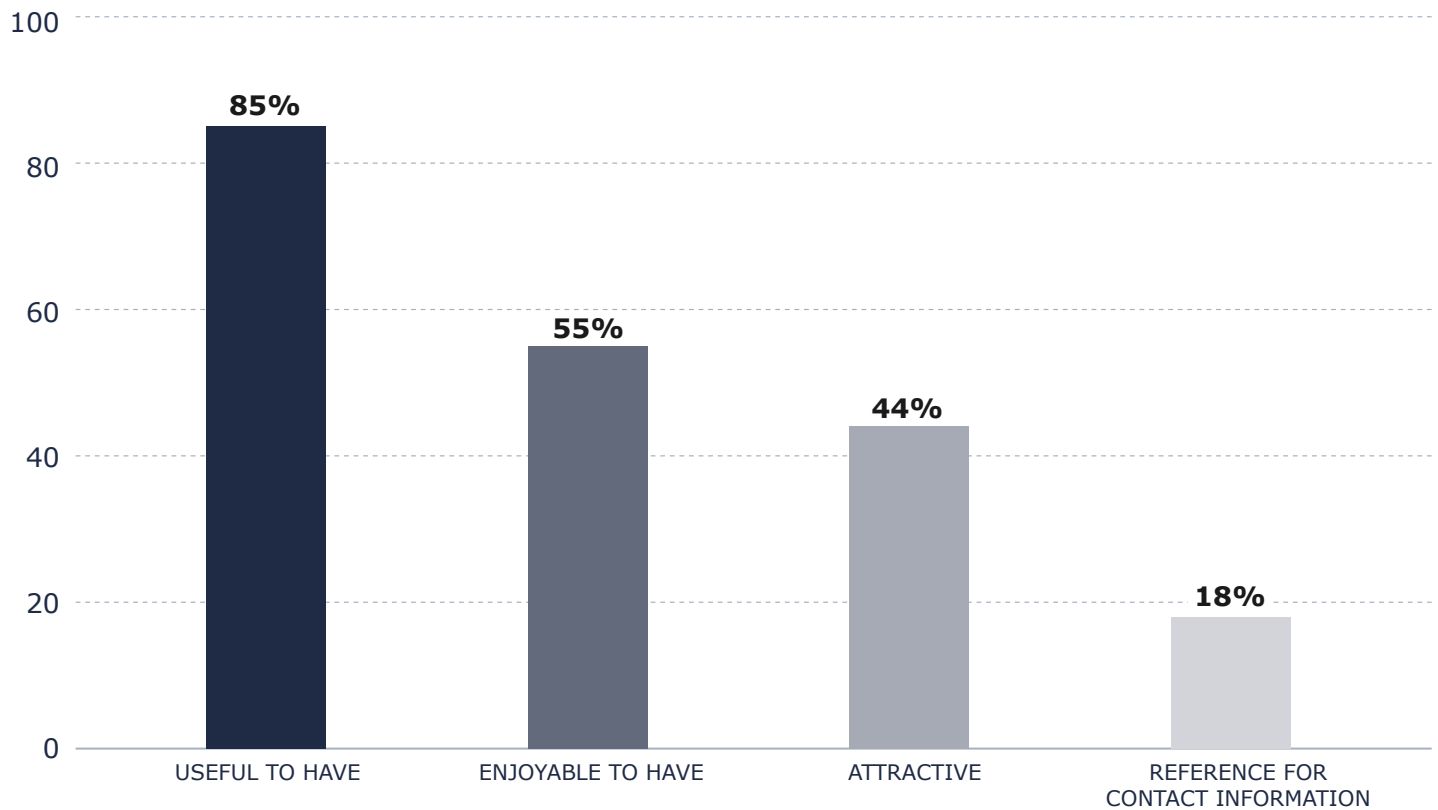
of consumers would have an **even more favourable view** of an advertiser specifically after receiving a **socially responsible** promotional item



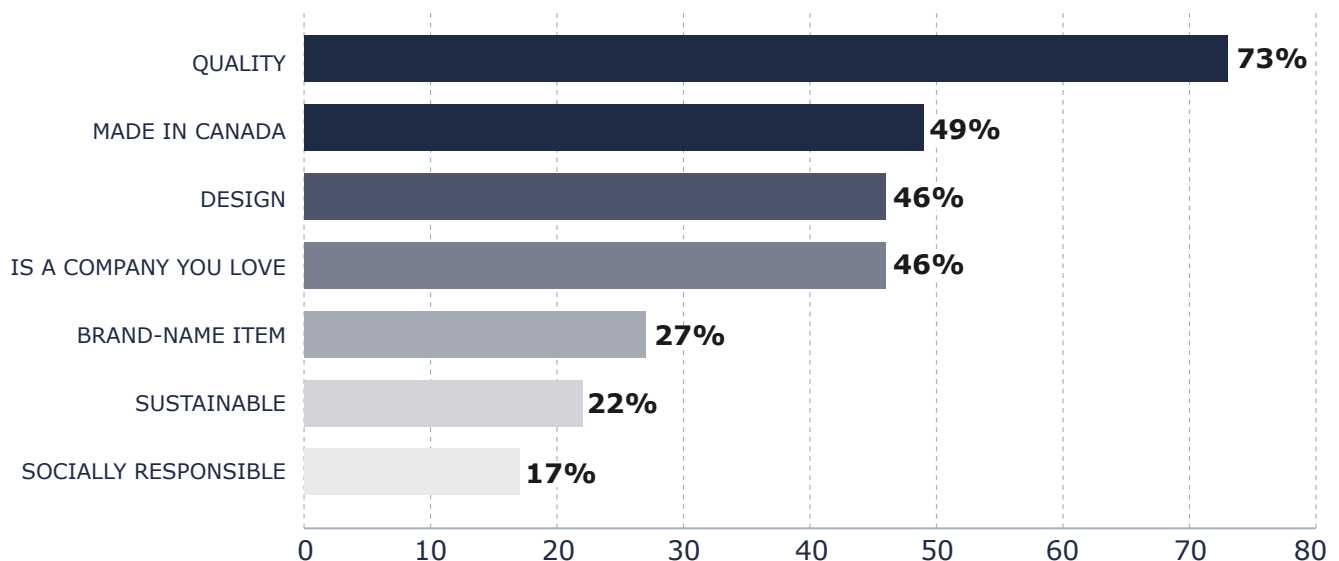
78%

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

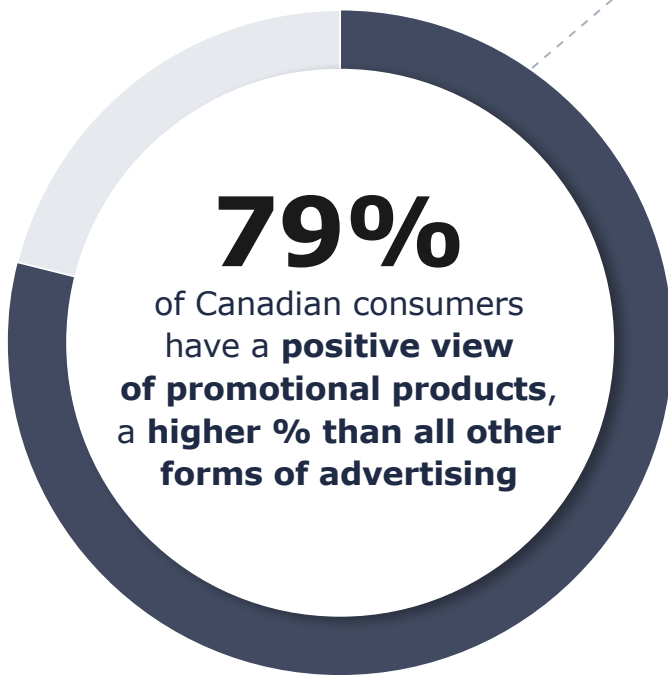
Canadian consumers would keep promotional items because they are:




These factors would influence Canadian consumers' willingness to purchase a promotional item:




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



1 Promotional Products 

2 TV Advertising 

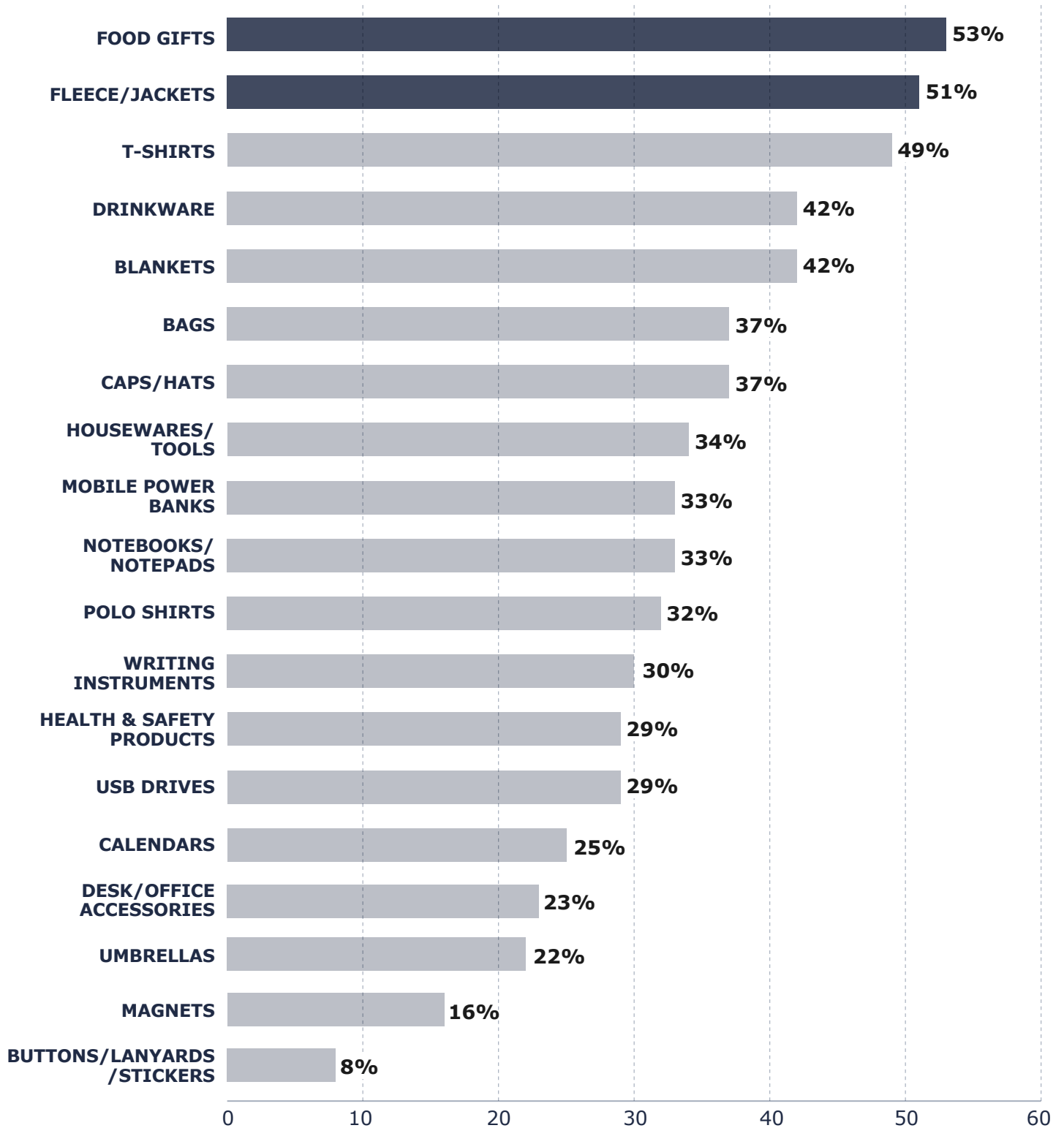
3 Internet Advertising 

4 Mobile Advertising 

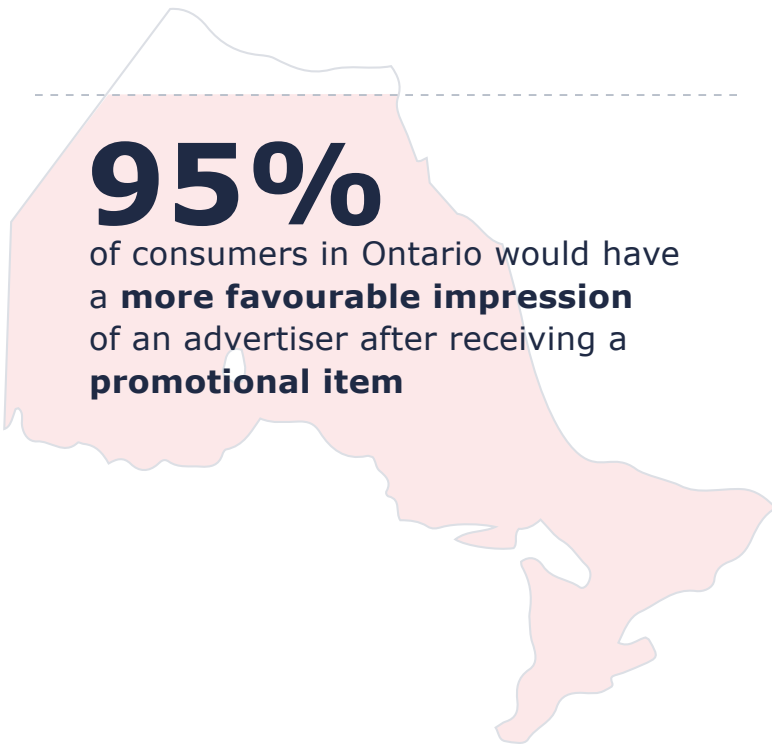
5 Social Media Advertising 

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

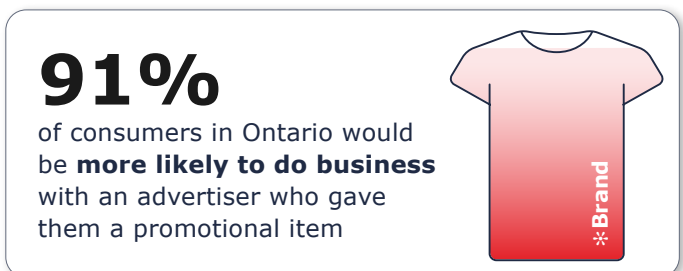
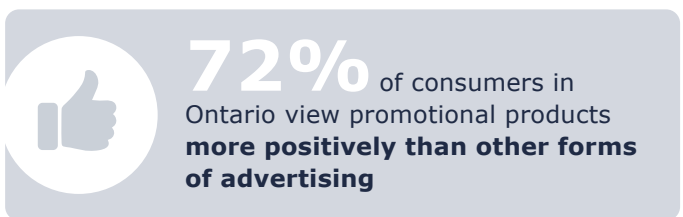
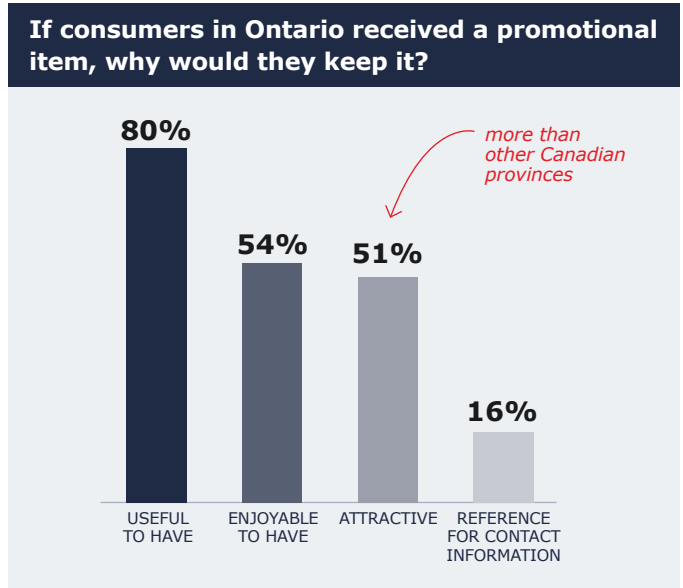
Survey respondents were able to select multiple promotional items in response to this question. More than 50% reported that they would be excited to receive food gifts and fleece/jackets.



Top 5 products consumers in Ontario would be excited to receive



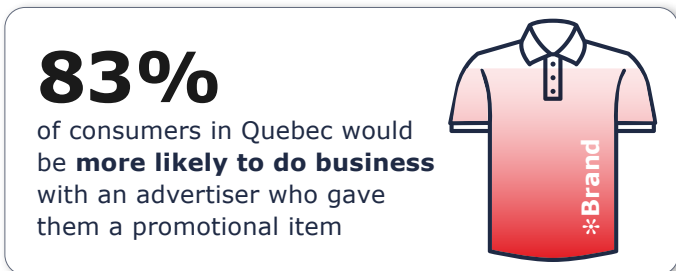
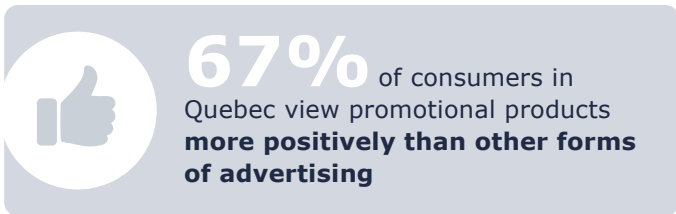
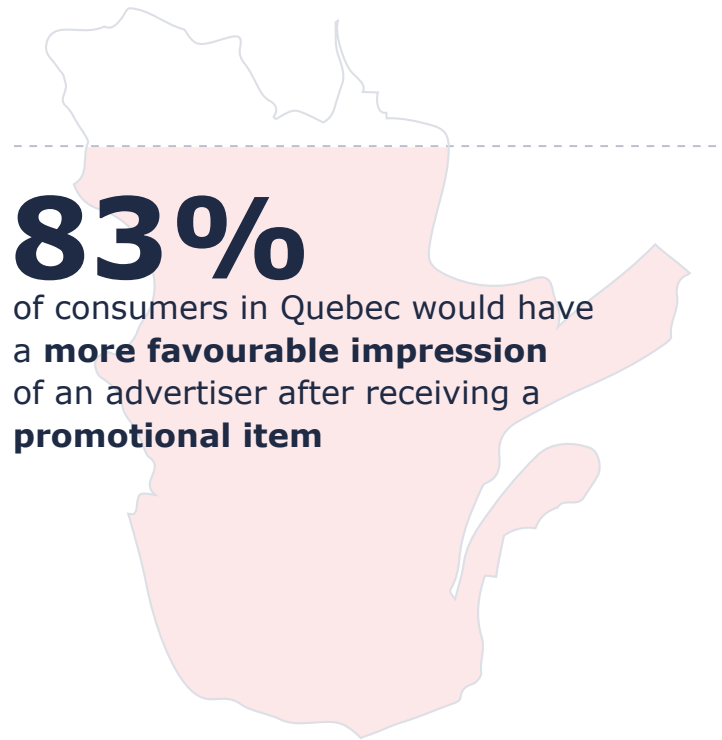
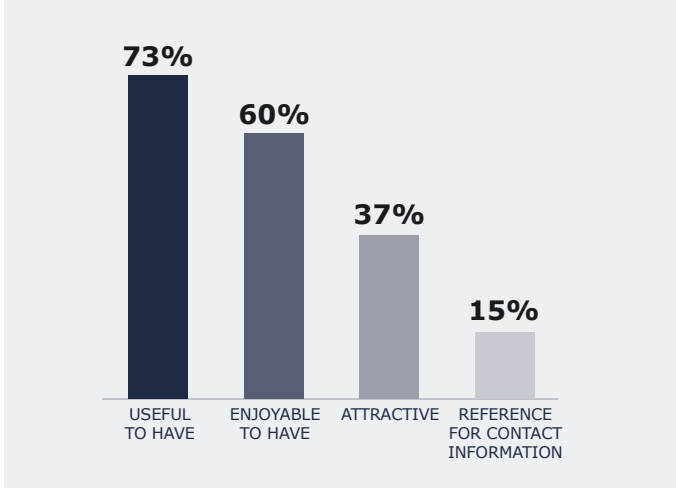
Percentage of consumers who view advertisers more favourably when promo is...



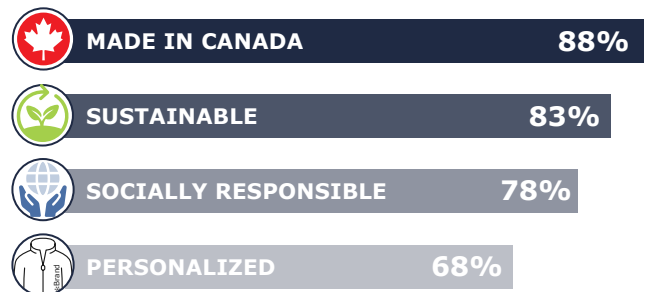
Top 5 products consumers in Quebec would be excited to receive



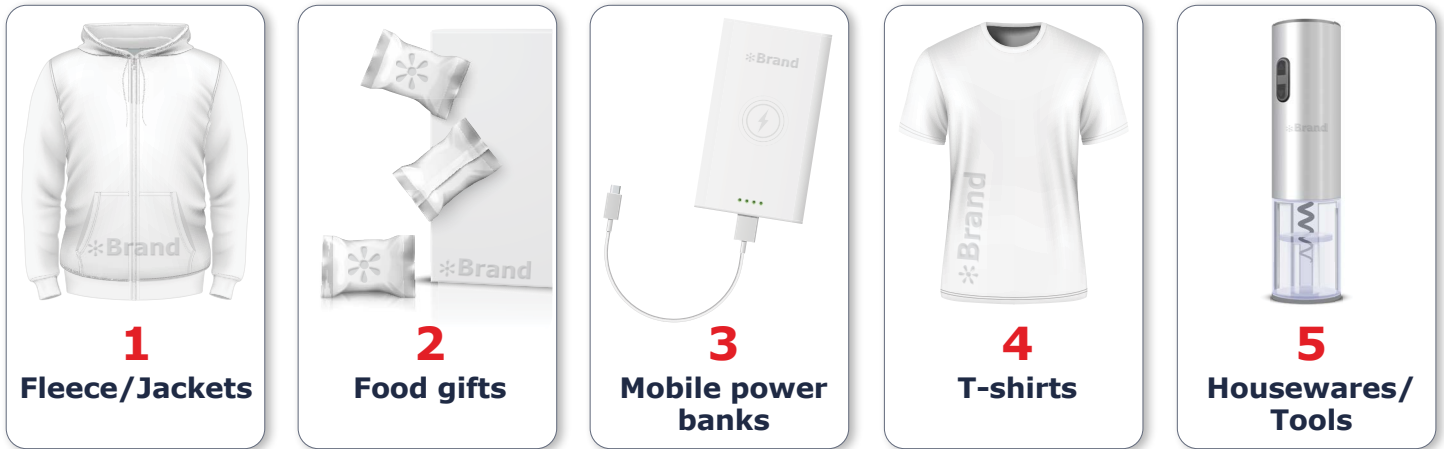
If consumers in Quebec received a promotional item, why would they keep it?



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



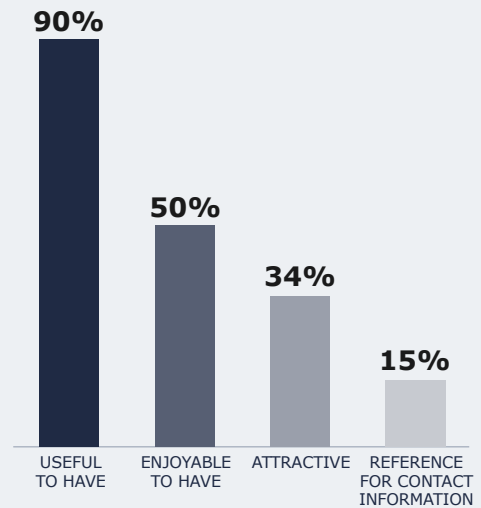
Top 5 products consumers in British Columbia would be excited to receive



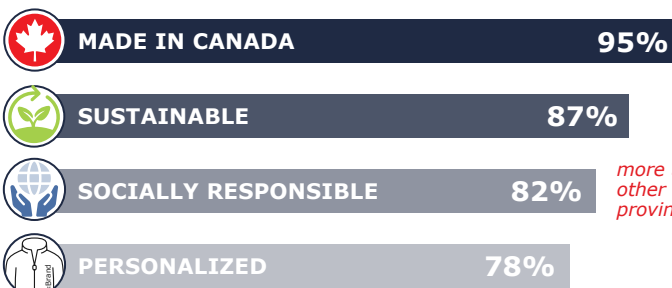
90%

of consumers in British Columbia would have a **more favourable impression** of an advertiser after receiving a **promotional item**

If consumers in British Columbia received a promotional item, why would they keep it?



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

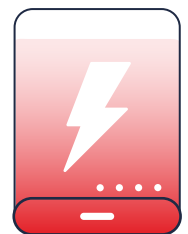


more than other Canadian provinces

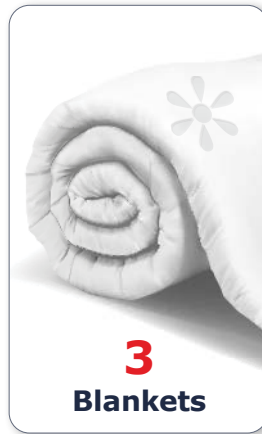
81% of consumers in British Columbia view promotional products **more positively than other forms of advertising**

89%

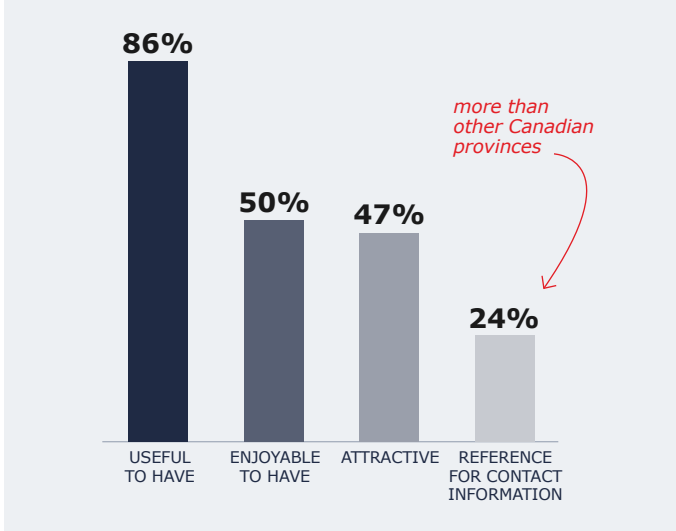
of consumers in British Columbia would be **more likely to do business** with an advertiser who gave them a promotional item



Top 5 products consumers in Alberta would be excited to receive



If consumers in Alberta received a promotional item, why would they keep it?



70% of consumers in Alberta view promotional products **more positively than other forms of advertising**

85% of consumers in Alberta would be **more likely to do business** with an advertiser who gave them a promotional item

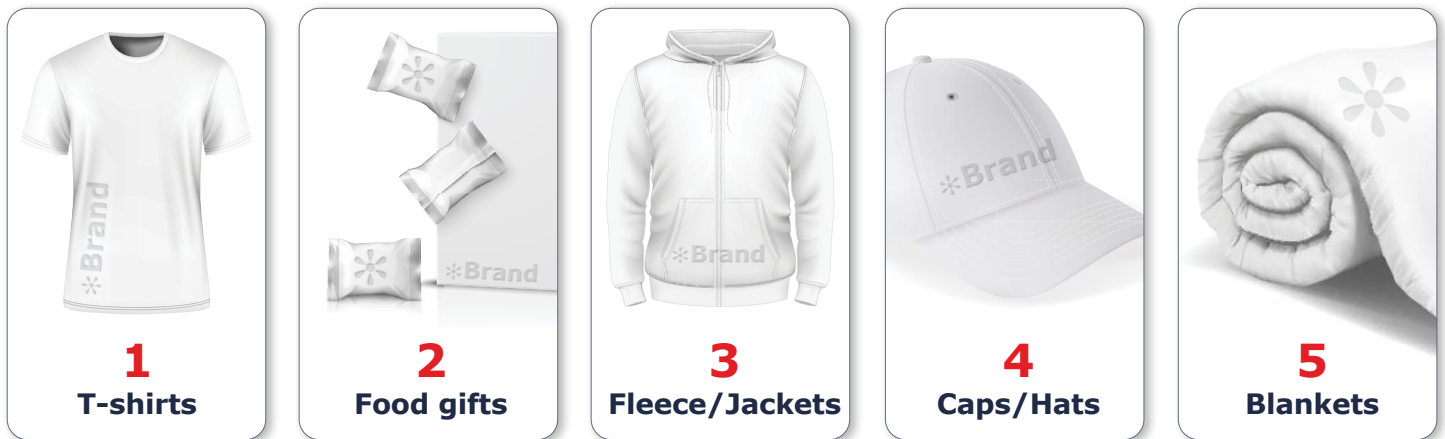
85% of consumers in Alberta would have a **more favourable impression** of an advertiser after receiving a promotional item

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

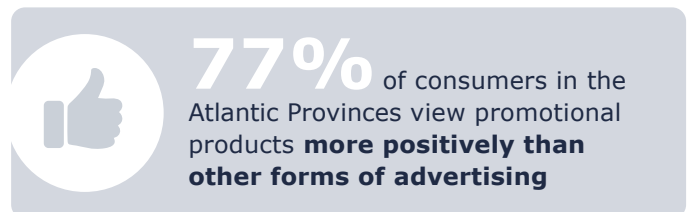
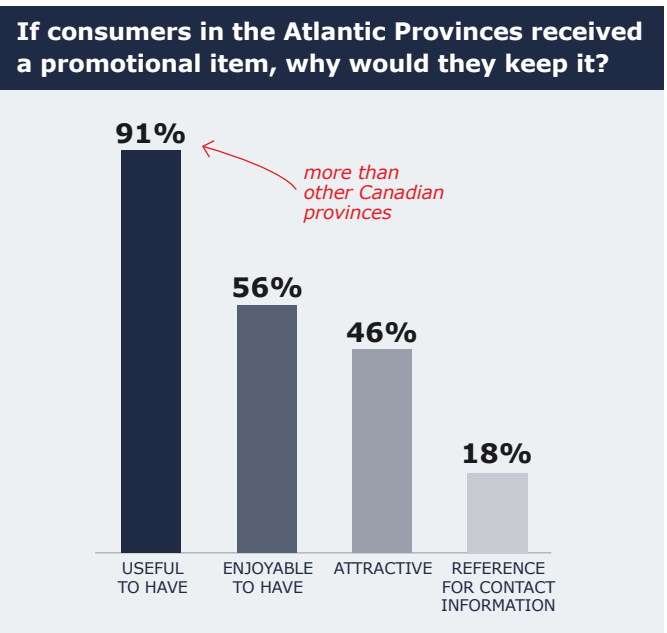
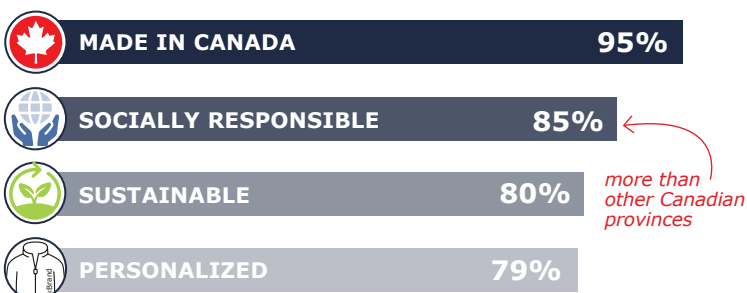


more than other Canadian provinces

Top 5 products consumers in the Atlantic Provinces would be excited to receive



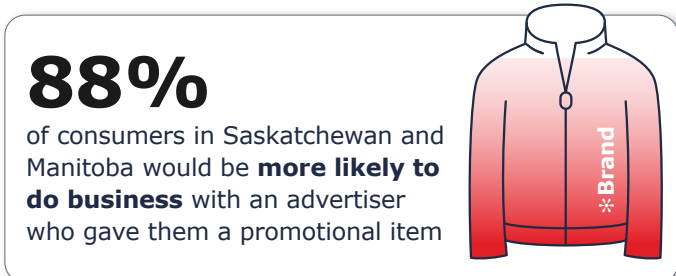
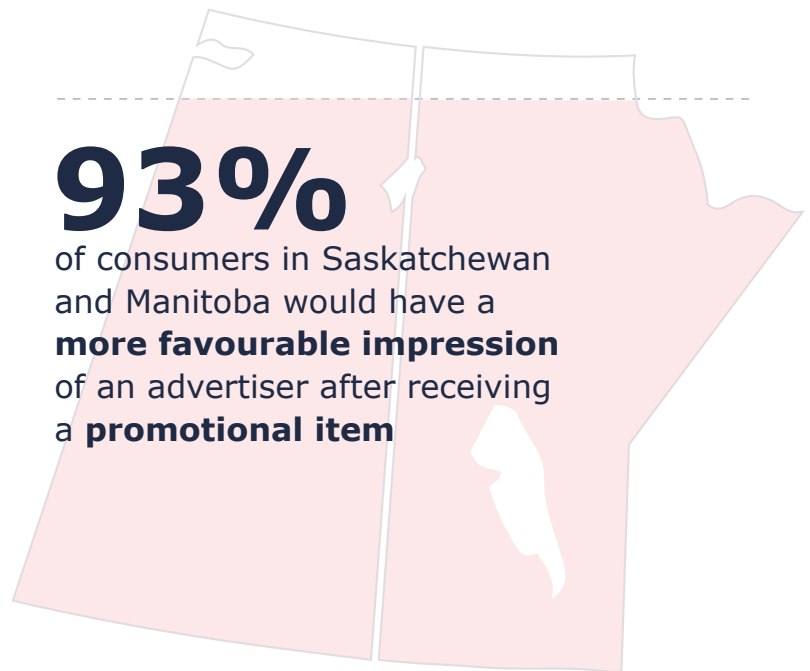
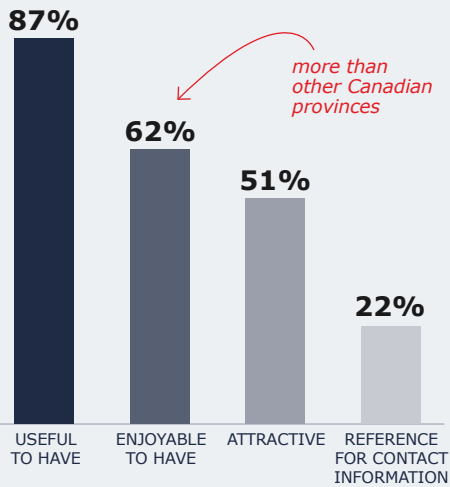
Percentage of consumers who view advertisers more favourably when promo is...



Top 5 products consumers in Saskatchewan and Manitoba would be excited to receive



If consumers in Saskatchewan and Manitoba received a promotional item, why would they keep it?



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

