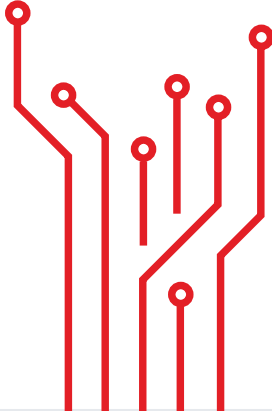




Global Advertising Impressions Study

2026/2027 EDITION

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



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Table of Contents

- Introduction 3

- Section 1: U.S. Findings 4**
 - Consumer Trends 5
 - Preferred Products 8
 - Business Benefits 9
 - Improving Opinion 10
 - Value-Added Products 11
 - A Good Impression 12
 - Category Spotlights 13

- Section 2: Canadian Findings 32**
 - Consumer Trends 33
 - Preferred Products 36
 - Province Spotlights 37

- Section 3: International Findings 43**
 - Consumer Trends 44
 - Preferred Products 47
 - Country Spotlights 48



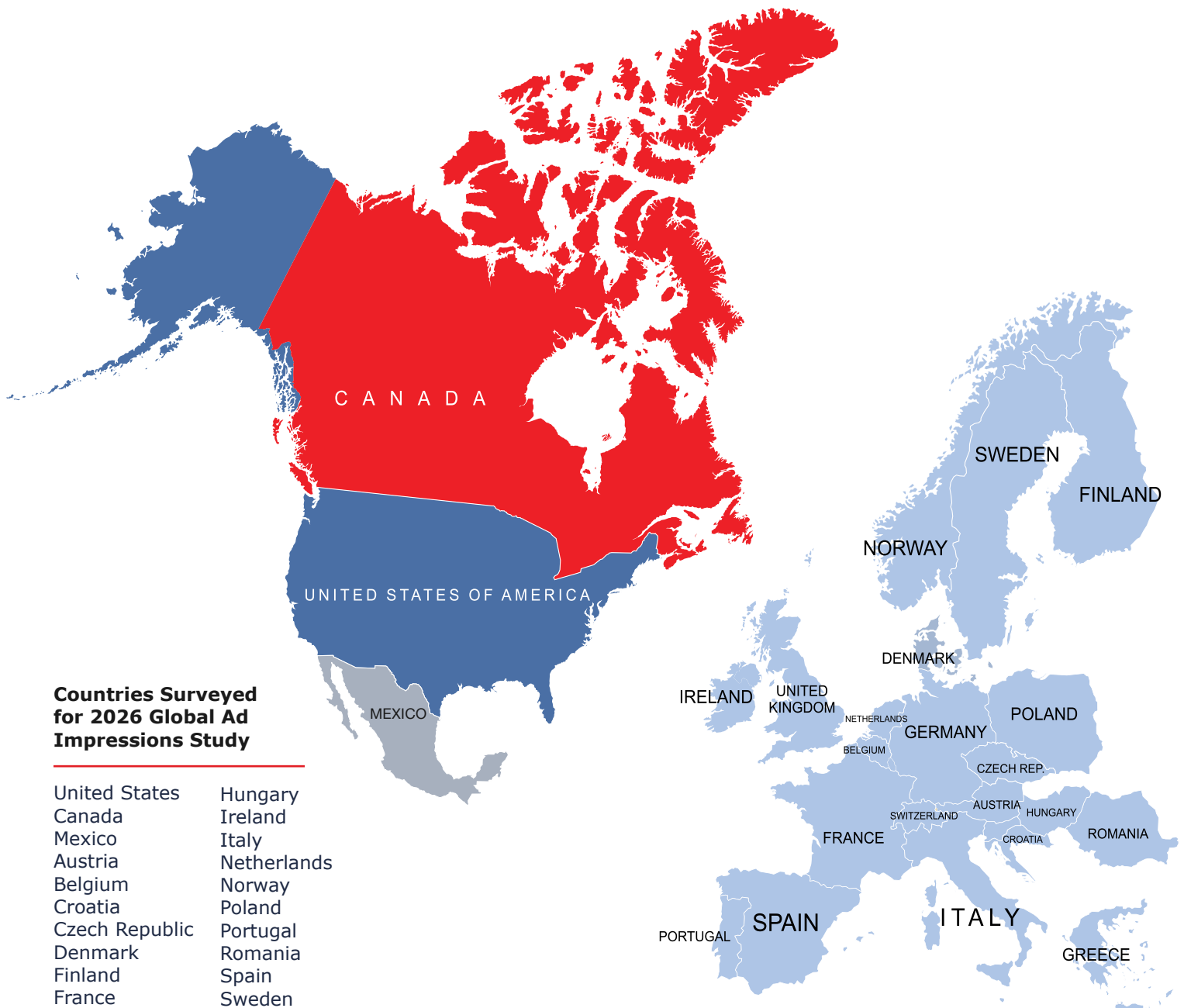
Introduction

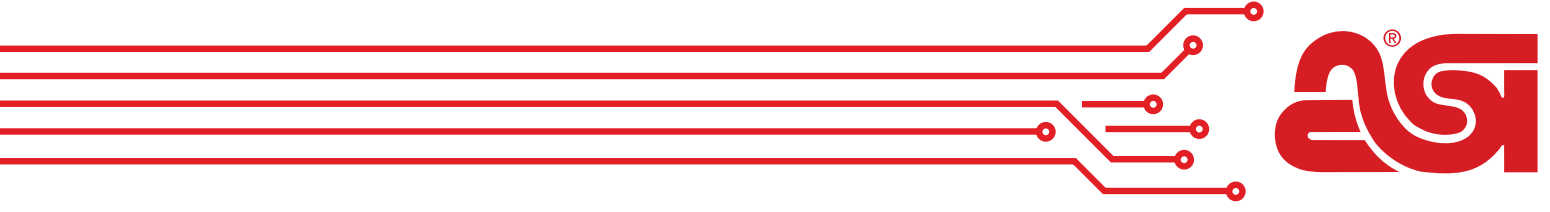
ASI's Ad Impressions study has focused on providing ASI members with data proving the powerful impact and influence of promotional products since it was first launched in 2006.

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

U.S. Consumers

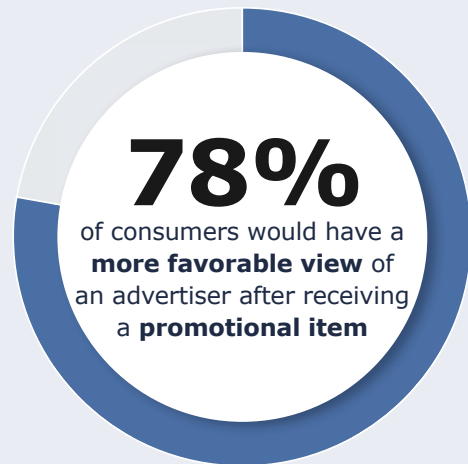
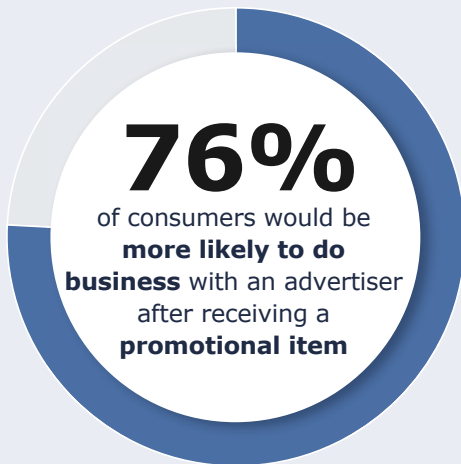
3,300



Average number of **impressions** a **promotional product** will generate over its **lifetime**



The average **cost-per-impression** for a **promotional item** is **6/10** of a cent



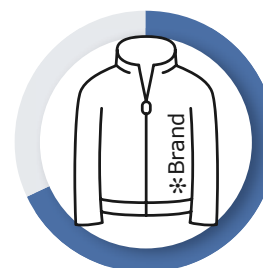
74%
of consumers would have a **more favorable view** of an advertiser specifically after receiving a **sustainable** promotional item



79%
of consumers would have a **more favorable view** of an advertiser specifically after receiving a **Made-in-the-USA** promotional item



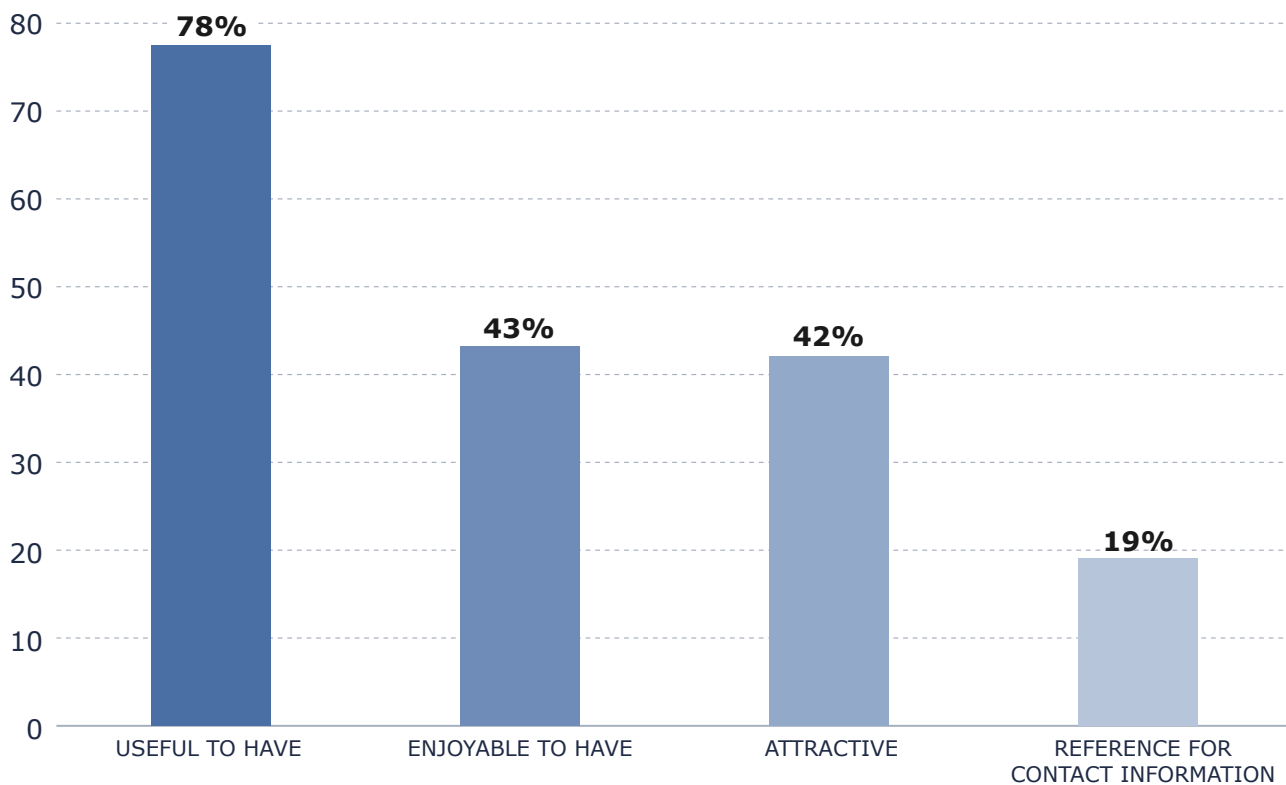
73%
of consumers would have a **more favorable view** of an advertiser specifically after receiving a **socially responsible** promotional item



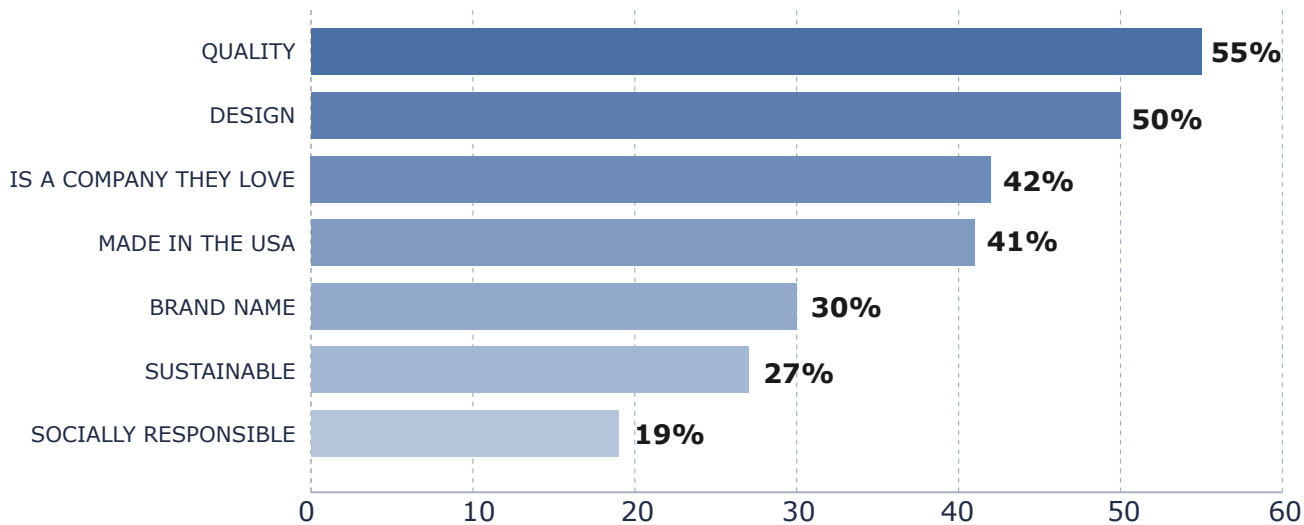
68%
of consumers would have a **more favorable view** of an advertiser specifically after receiving a **personalized** promotional item

U.S. Consumers

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

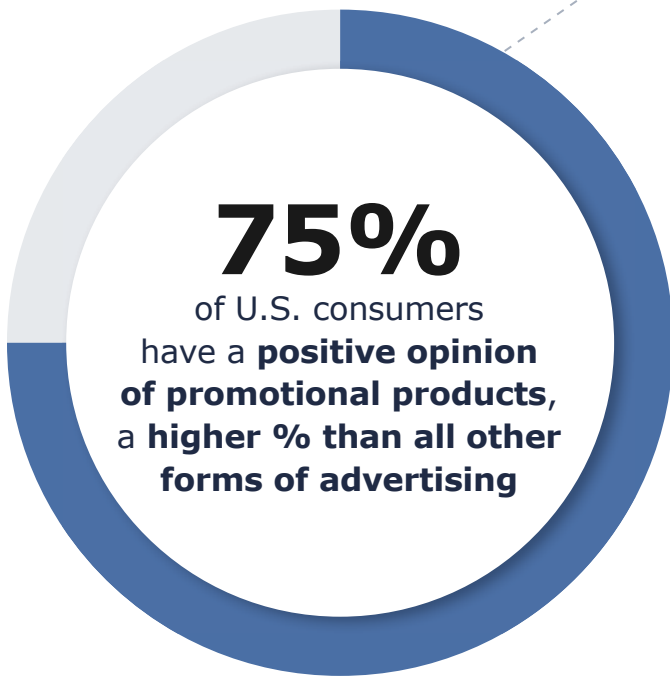


These factors would influence U.S. consumers' willingness to purchase a promotional item:



Consumers Prefer Promo

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



- 1** Promotional Products 
- 2** TV Advertising 
- 3** Internet Advertising 
- 4** Mobile Advertising 
- 5** Social Media Advertising 

Product Spotlight

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

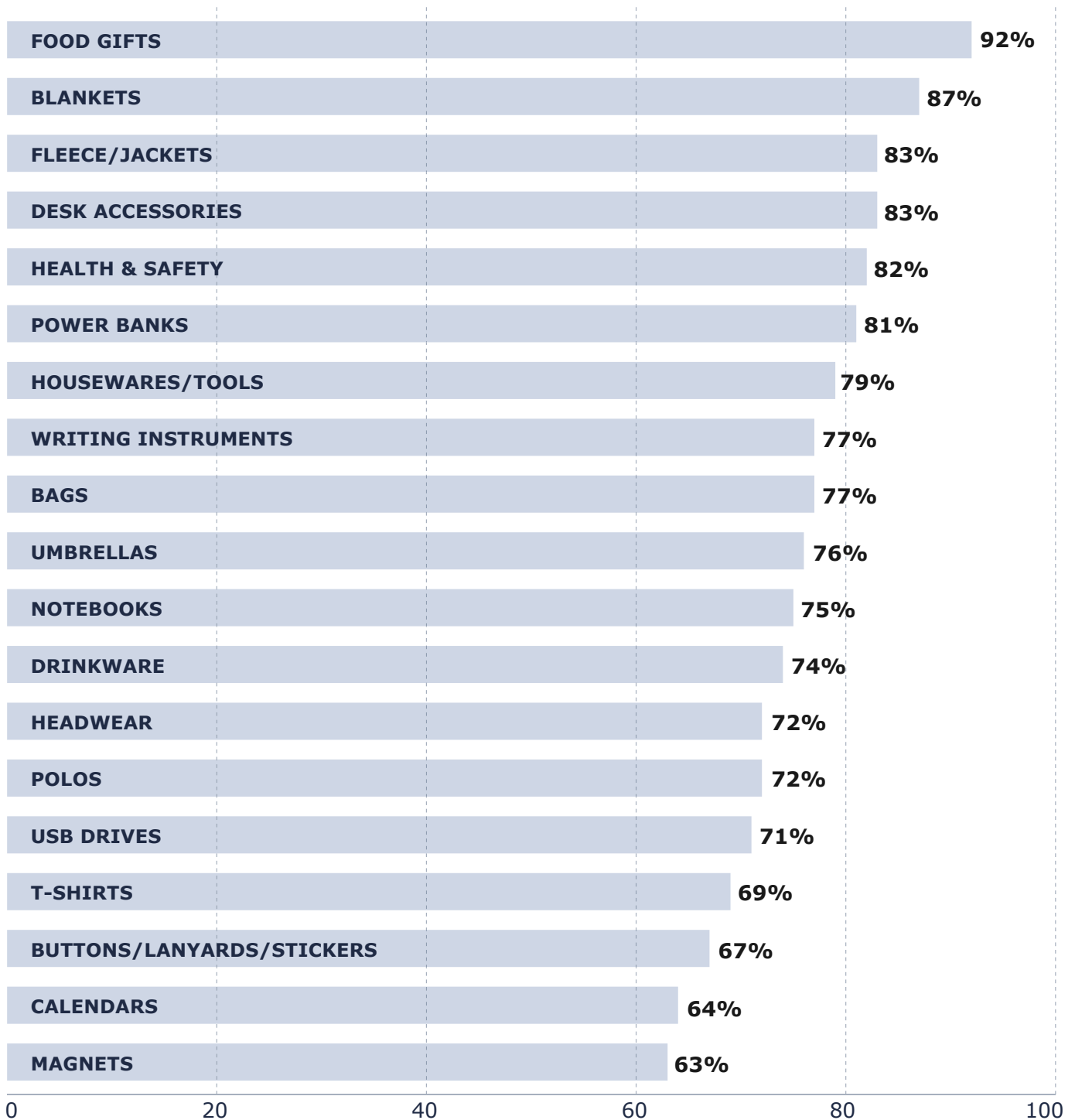
Survey respondents were able to select multiple promotional items in response to this question. More than 50% reported that they would be excited to receive T-shirts, fleece/jackets and food gifts.



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)

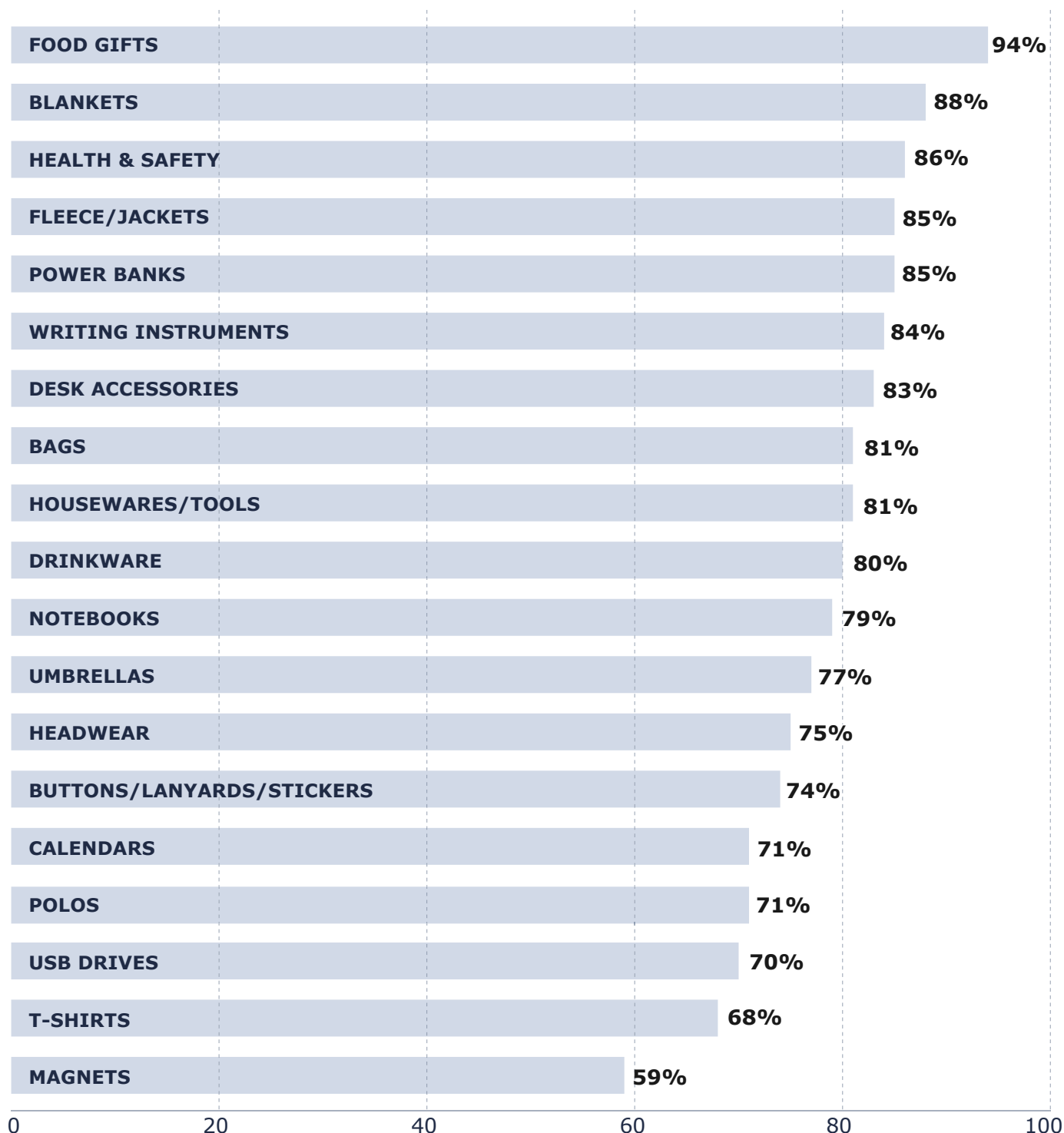


Product Spotlight

IMPROVING OPINION

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.

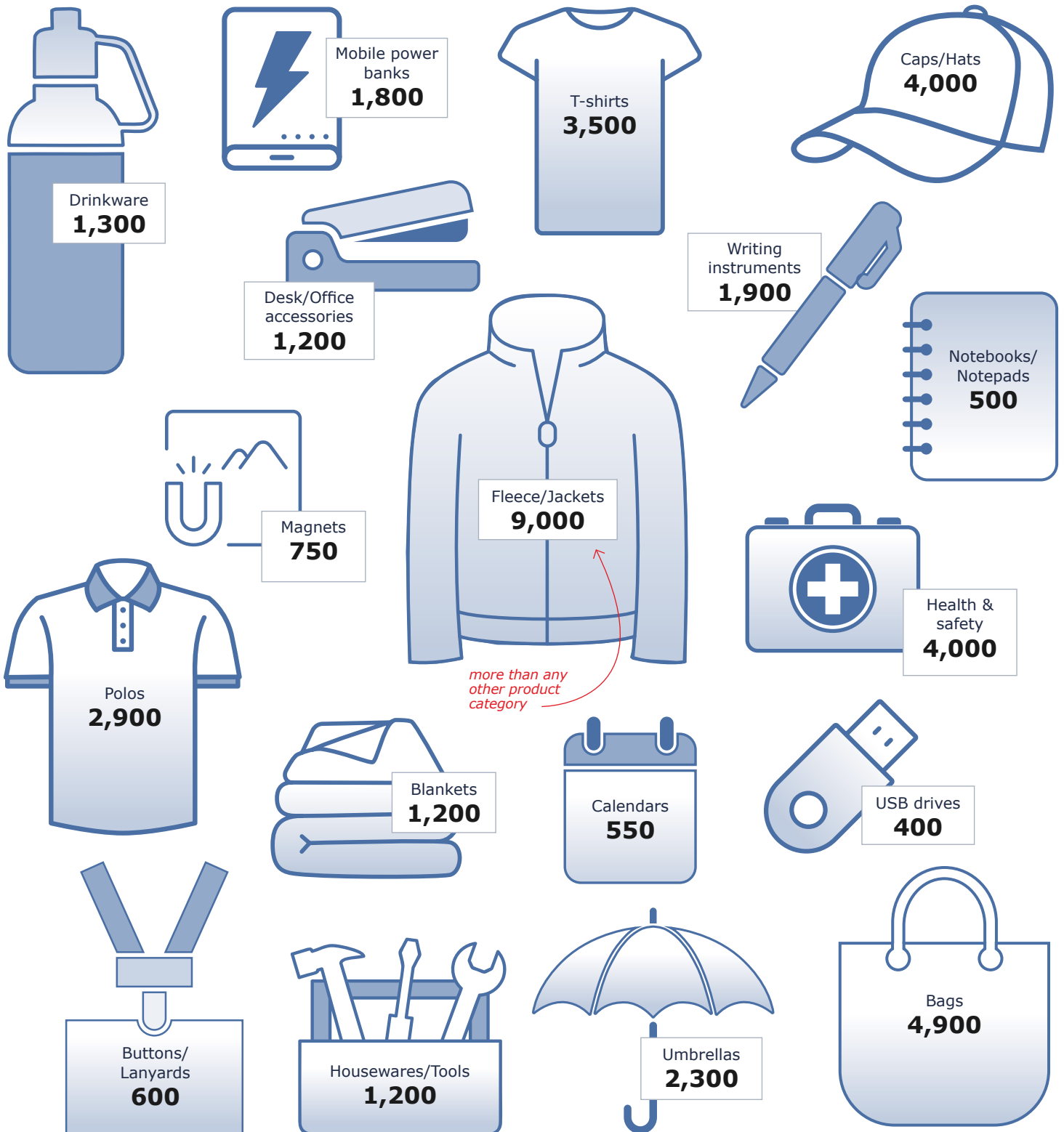
Percentage of U.S. consumers that have a more favorable view of an advertiser if the promotional item they receive is...

1 2 3

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

Product Spotlight

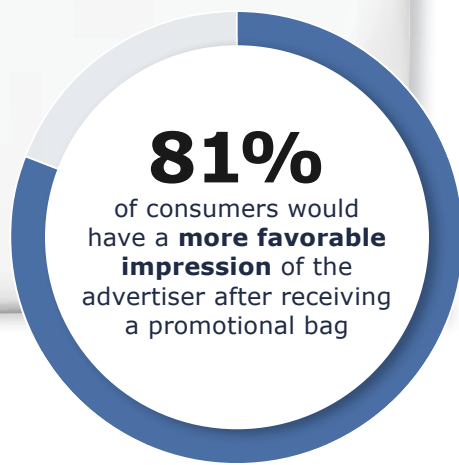
ASI Research calculates the average number of impressions for each promotional product category by multiplying the average length of time consumers keep a given product by the frequency of its usage and how many people they come in contact with while using it. In the U.S., fleece and jackets are the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





4,900

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



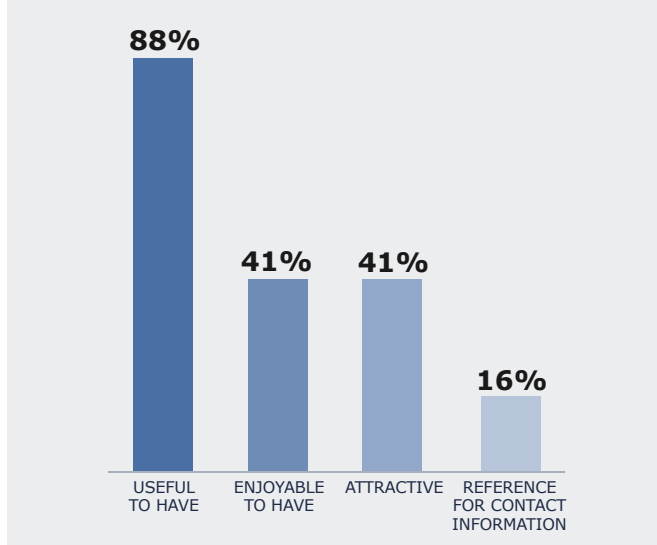
92%

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

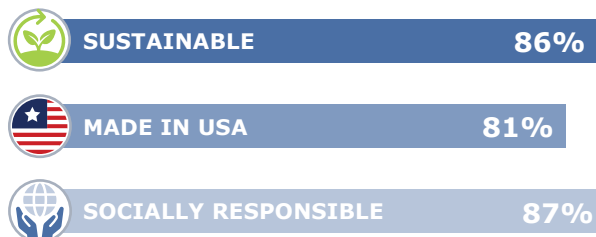
84%

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

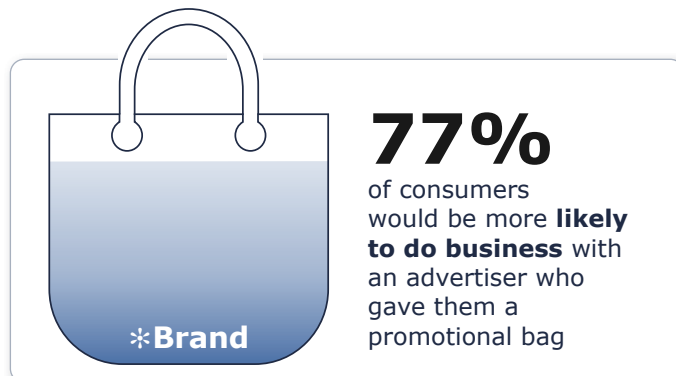
If a consumer received a promotional bag, why would they keep it?



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

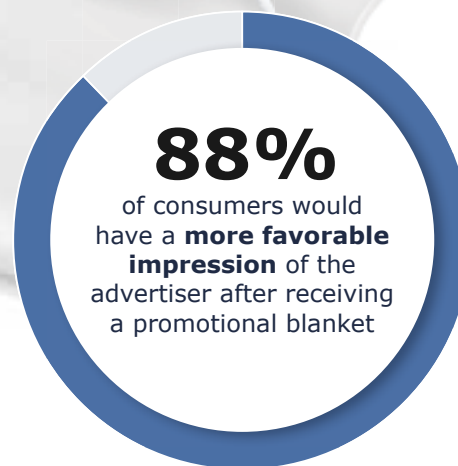


more than any other product category



1,200

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



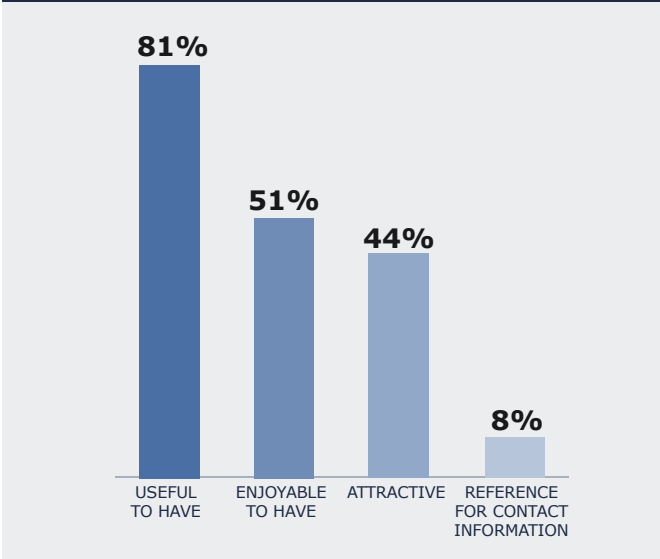
95%

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



That's an average **cost-per-impression** of **1/4** of a cent

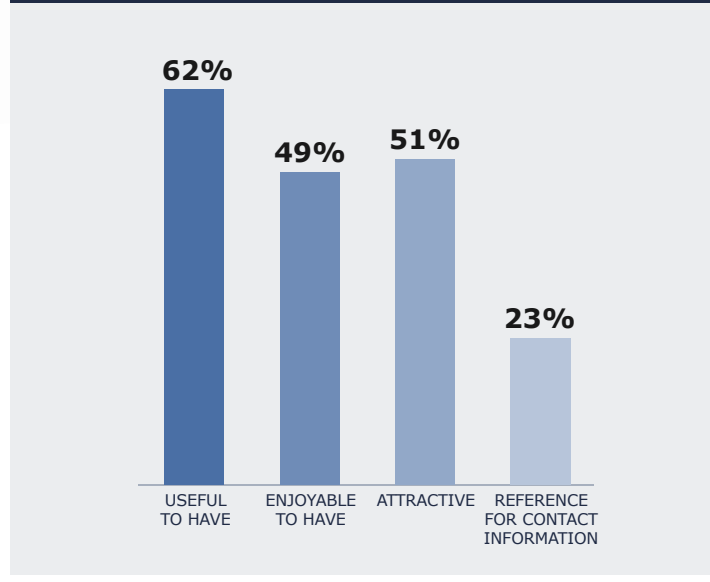
600
Number of **impressions** promotional buttons/lanyards/stickers generate throughout their **lifetime**

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

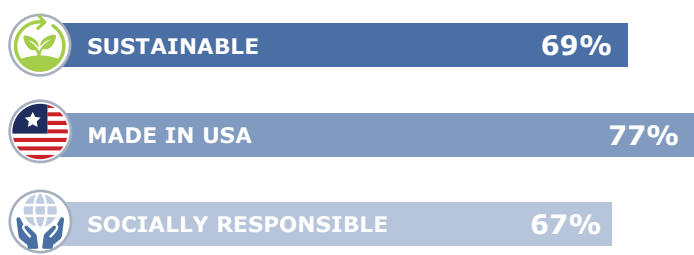
62% of consumers would keep a promotional button/lanyard/sticker for **at least a year**

74%
of consumers would have a **more favorable impression** of the advertiser after receiving a promotional button/lanyard/sticker

If a consumer received a promotional button/lanyard/sticker, why would they keep it?



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

CALENDARS

550

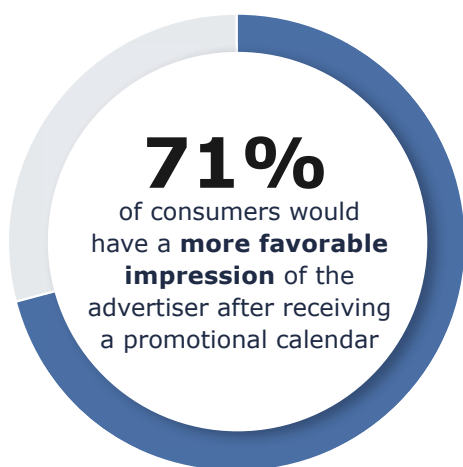
Number of **impressions** promotional calendars generate throughout their **lifetime**

*Brand

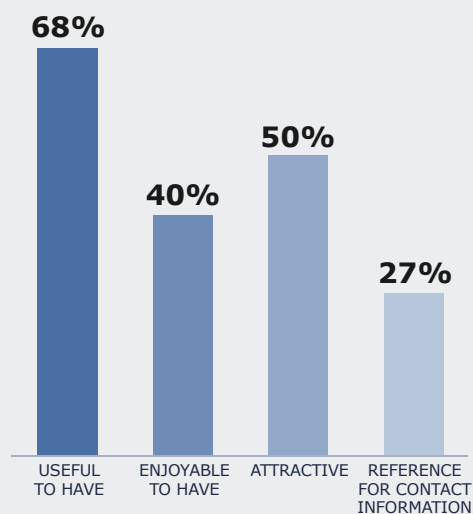


76%

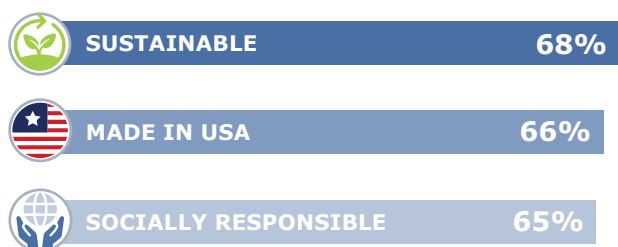
of consumers would refer to a promotional calendar **at least once per week**



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

*Brand

1,200

Number of **impressions** promotional desk/office accessories generate throughout their **lifetime**

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

1

cent

74%

of consumers would use a promotional desk/office accessory **at least once per week**

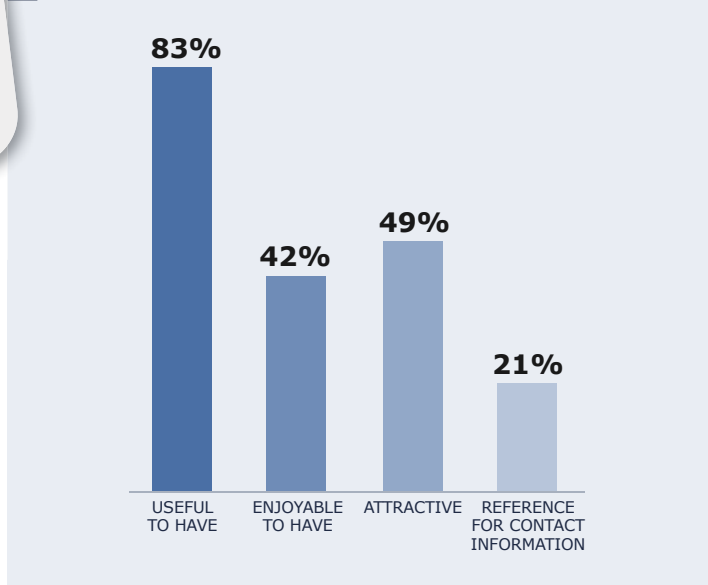
77%

of consumers would keep a promotional desk/office accessory for **at least one year**

83%

of consumers would have a **more favorable impression** of the advertiser after receiving a promotional desk/office accessory

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...



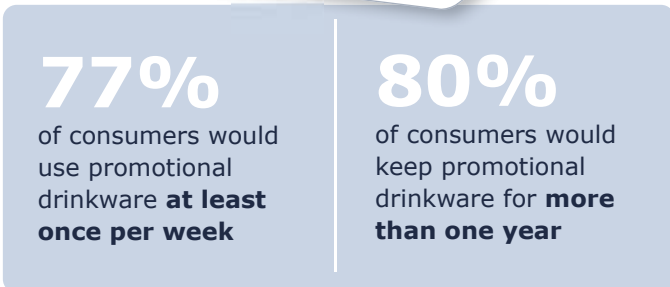
83%

of consumers would be **more likely to do business** with an advertiser who gave them a promotional desk/office accessory

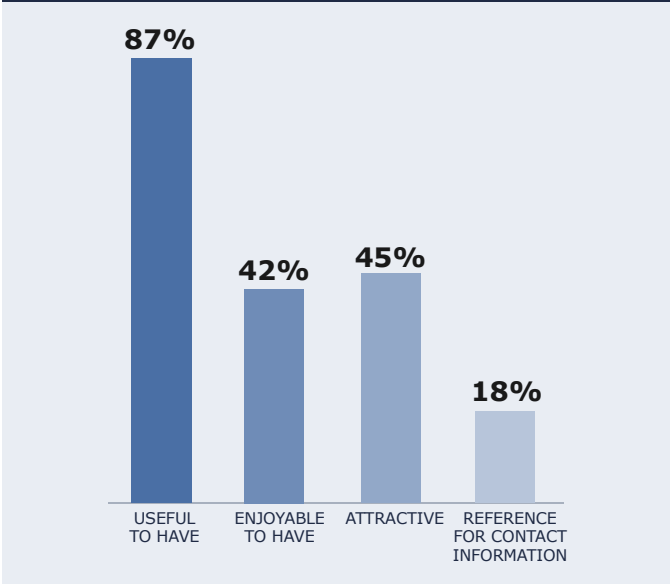
*Brand

Category Spotlight

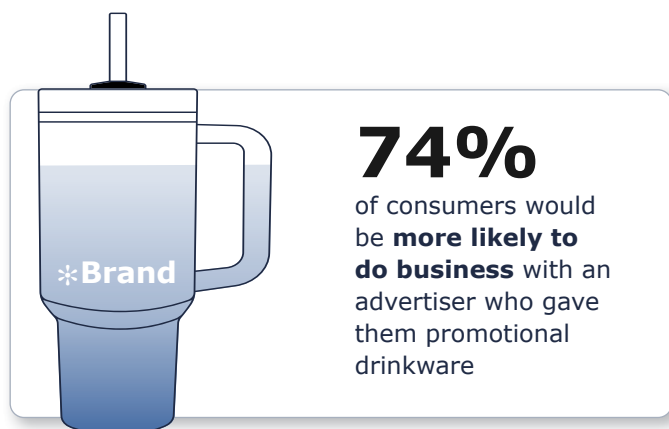
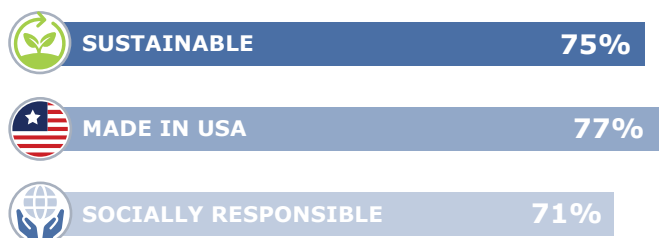
DRINKWARE



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

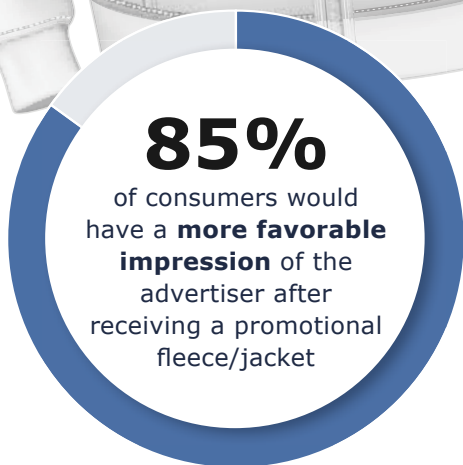
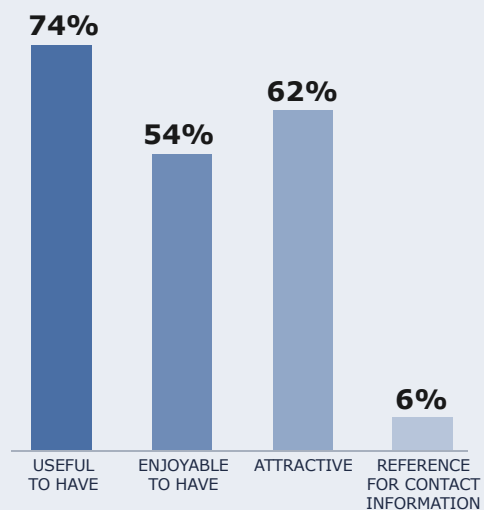
78%

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

87%

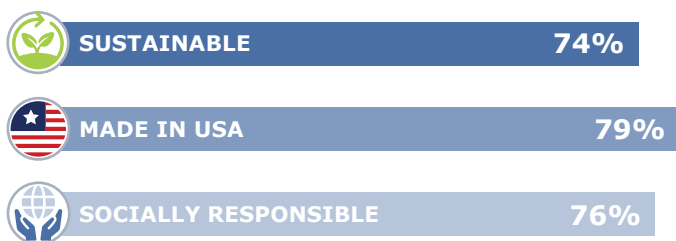
of consumers would keep a promotional fleece/jacket for **more than one year**

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



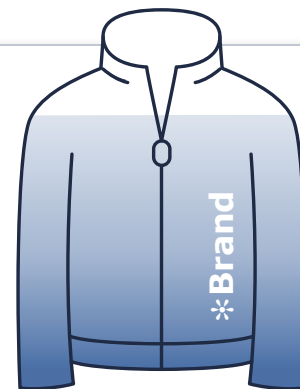
more than any other product category

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



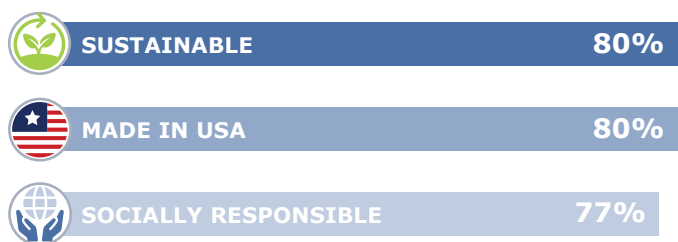
85%

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

HEADWEAR

4,000

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

*Brand



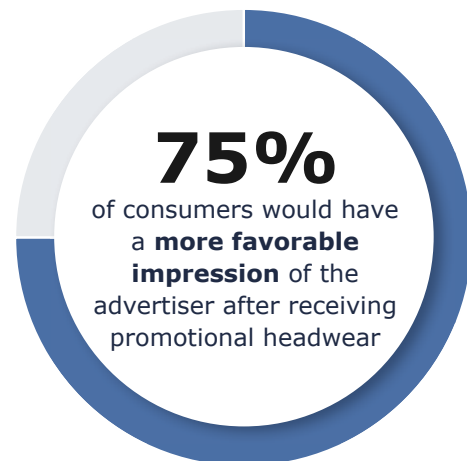
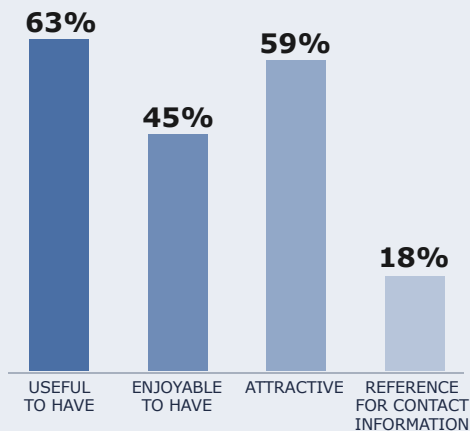
60%

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?

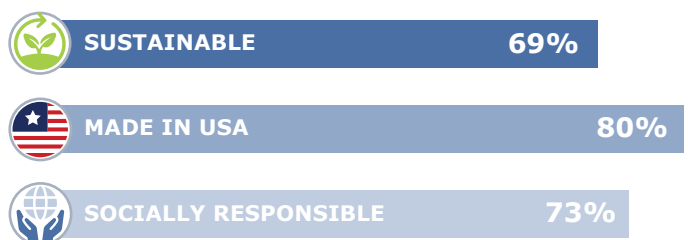


72%

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

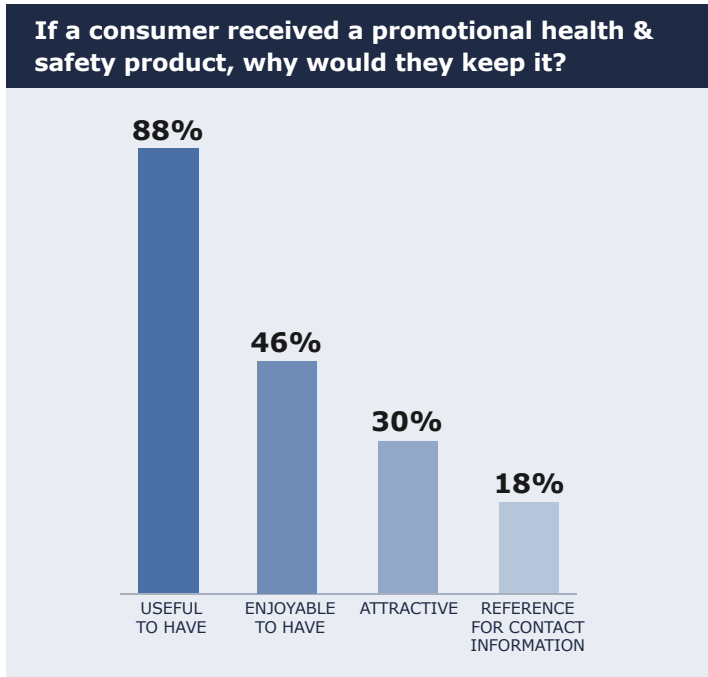
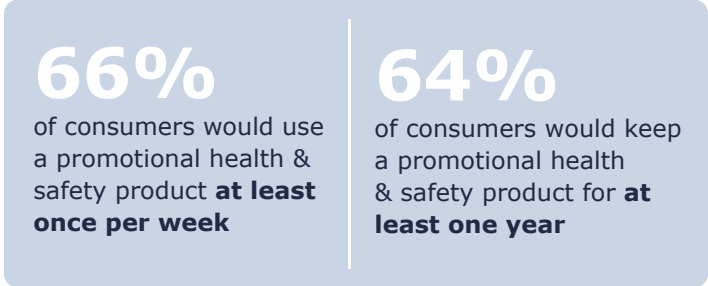


Percentage of consumers who view advertisers more favorably when promo is...



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**

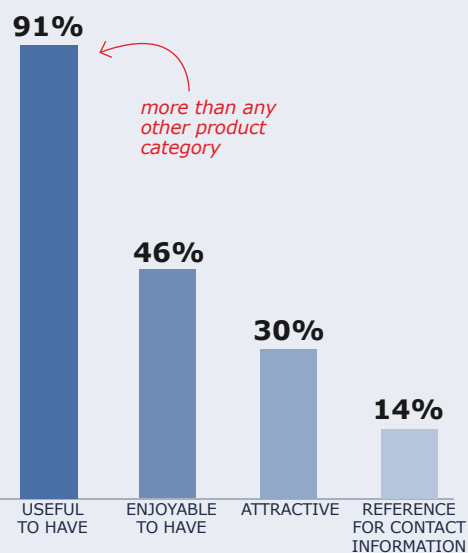
Nearly **half**

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

81%

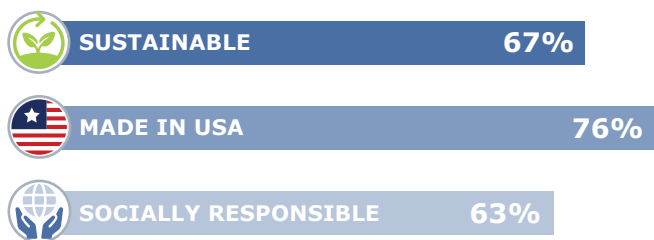
of consumers would have a **more favorable impression** of the advertiser after receiving a promotional houseware item

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



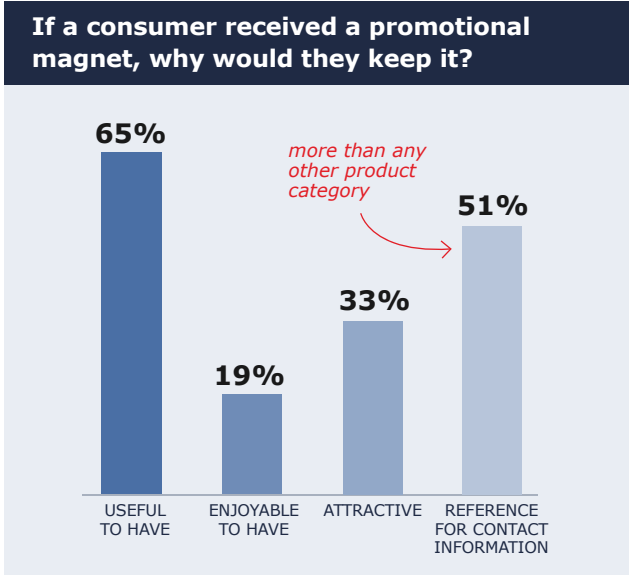
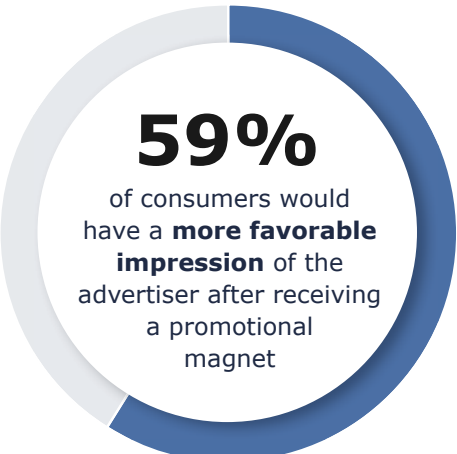
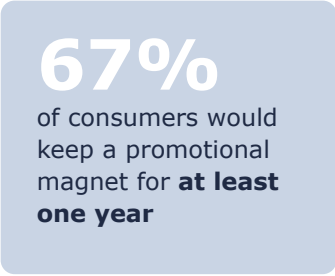
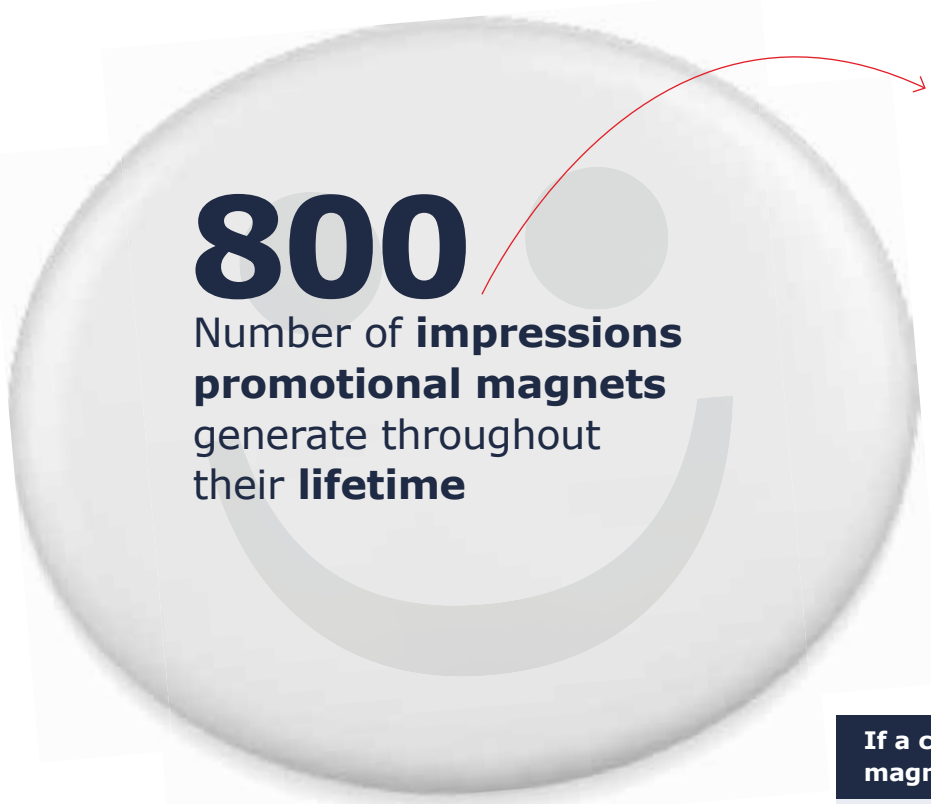
more than any other product category

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

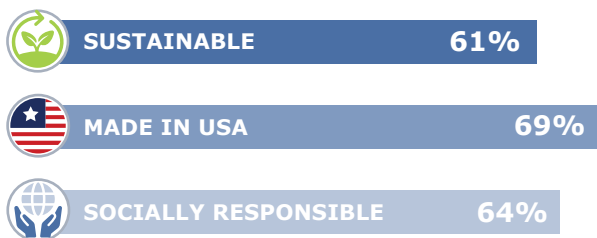


79%

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

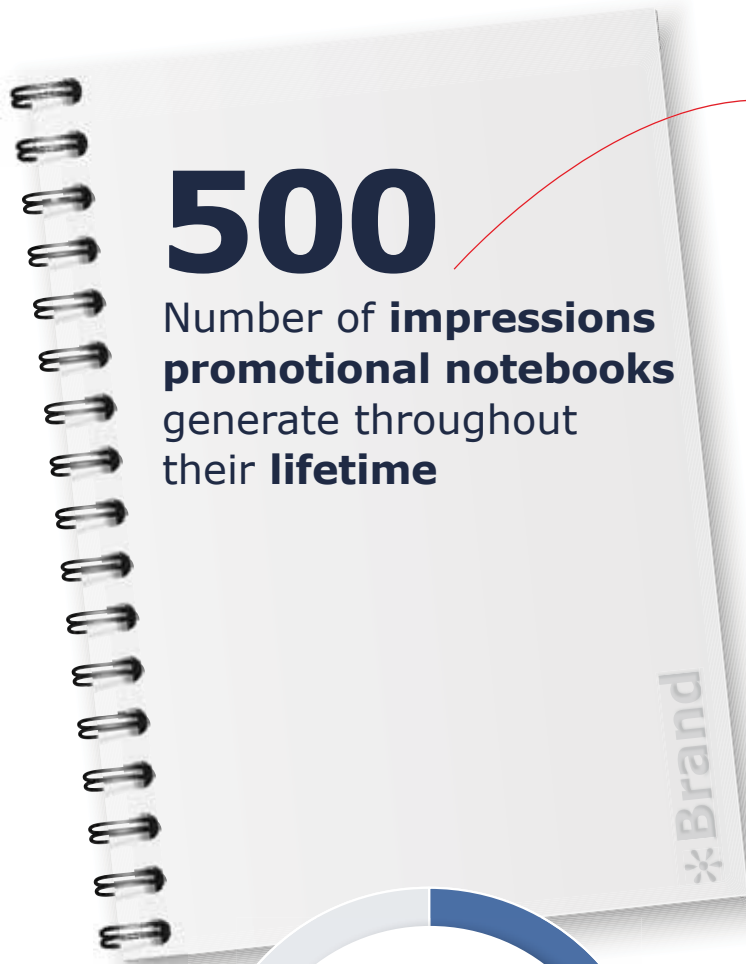


Percentage of consumers who view advertisers more favorably when promo is...



Category Spotlight

NOTEBOOKS



500

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

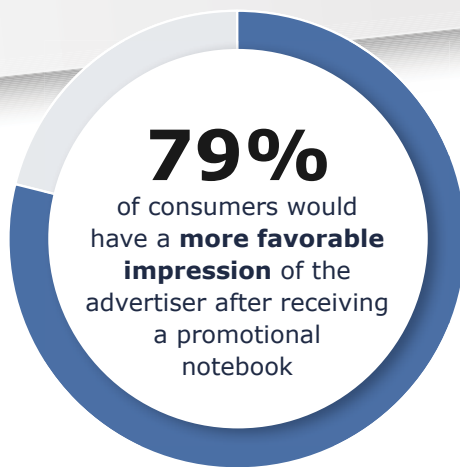


75%

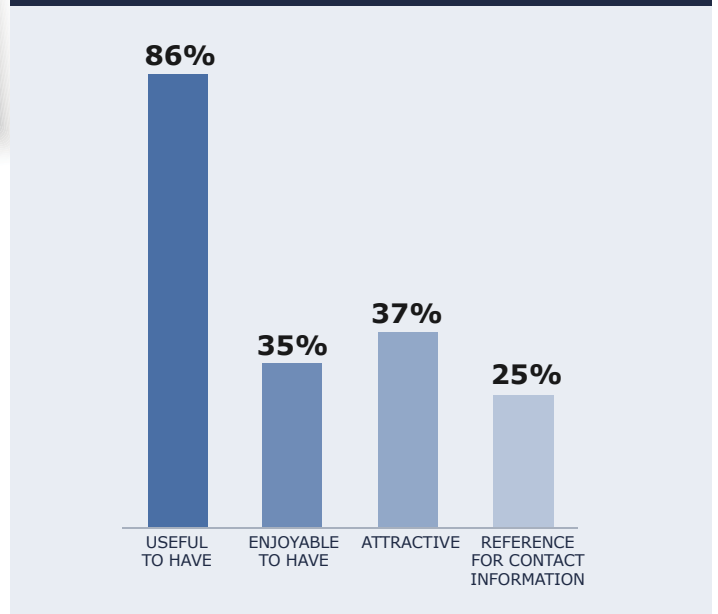
of consumers would use a promotional notebook **at least once per week**

61%

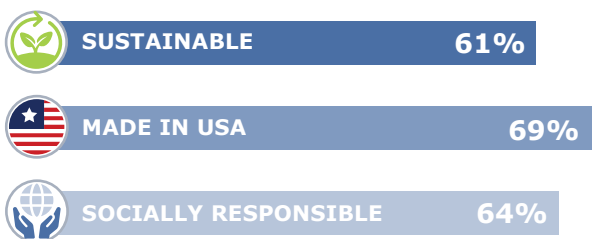
of consumers would keep a promotional notebook for **at least one year**



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



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



75%

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



Category Spotlight



2,900

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

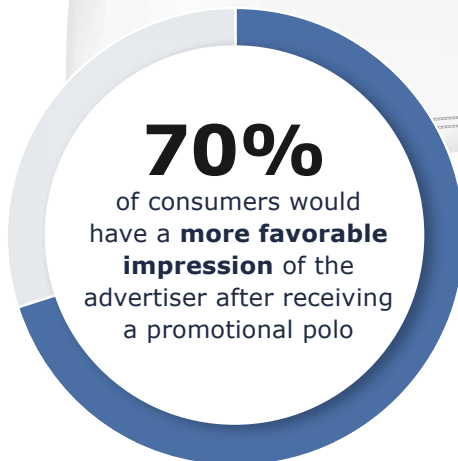


80%

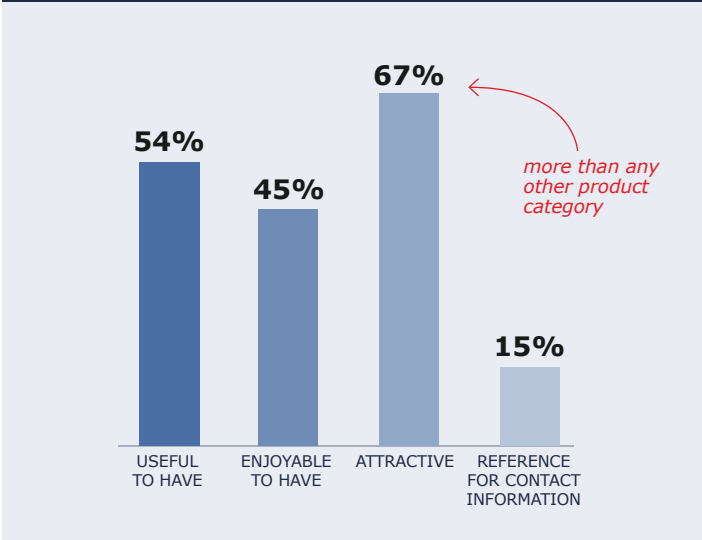
of consumers would wear a promotional polo **at least once per month**

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%

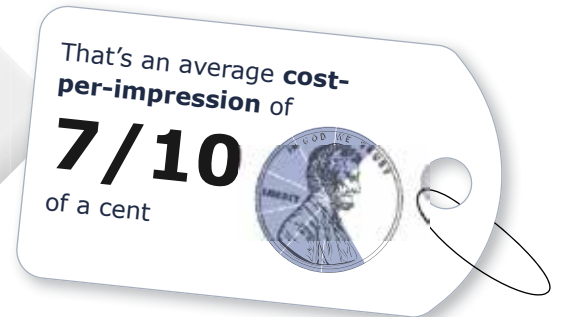
of consumers would be **more likely to do business** with an advertiser who gave them a promotional polo

Category Spotlight

POWER BANKS

1,800

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



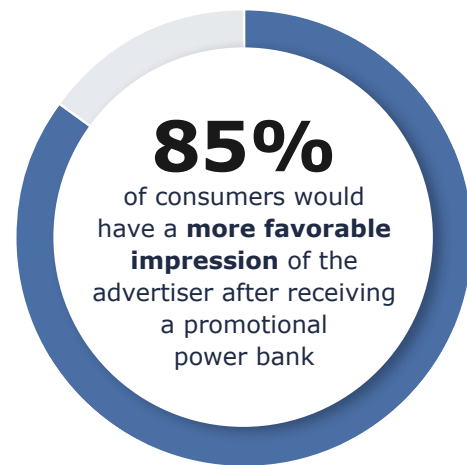
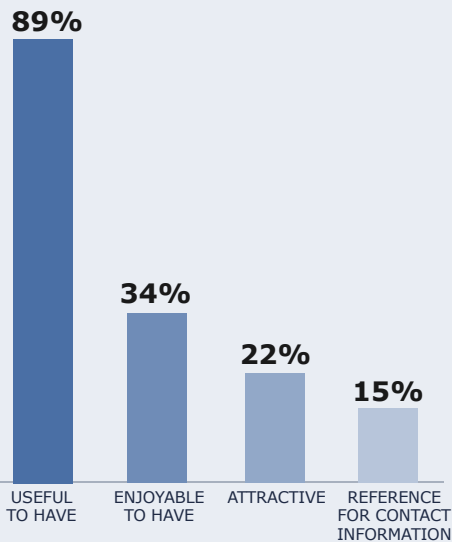
77%

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

85%

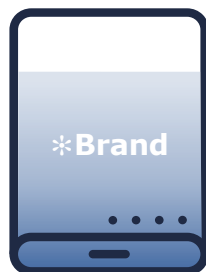
of consumers would keep a promotional power bank for **at least one year**

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**

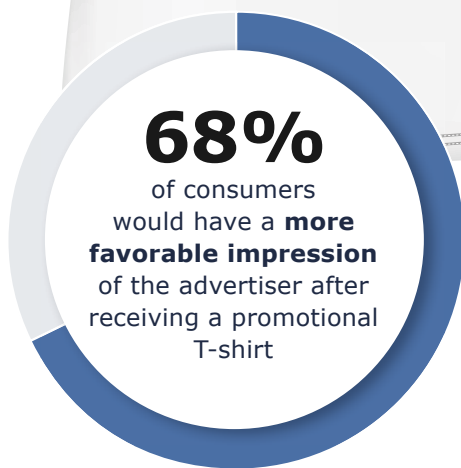


90%

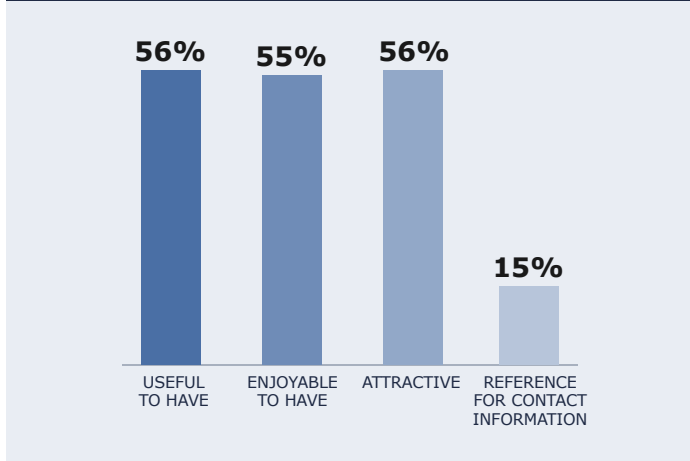
of consumers would wear a promotional T-shirt **at least once per month**

80%

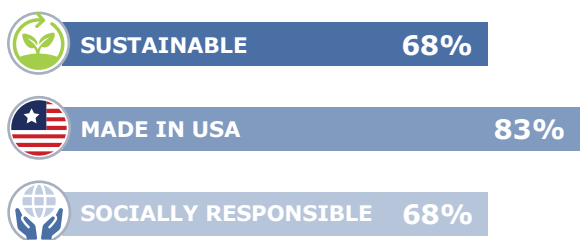
of consumers would keep a promotional T-shirt for **at least one year**



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

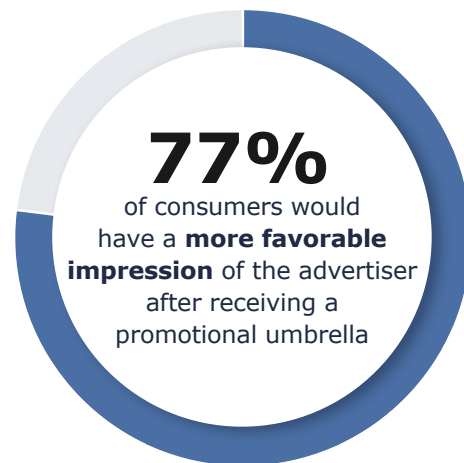
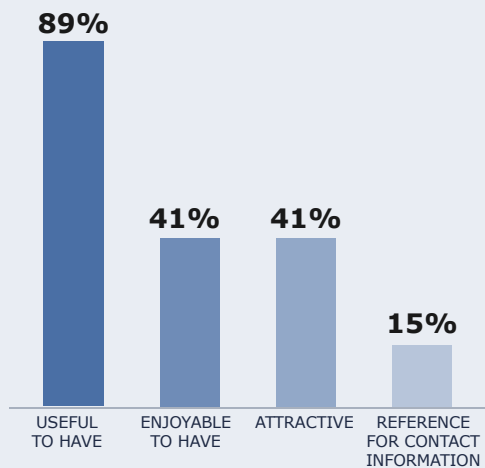
94%

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**

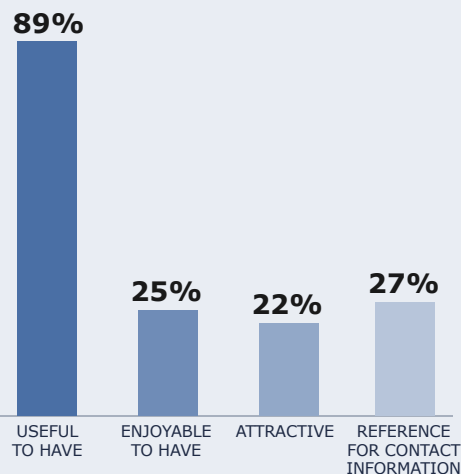
Nearly half

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

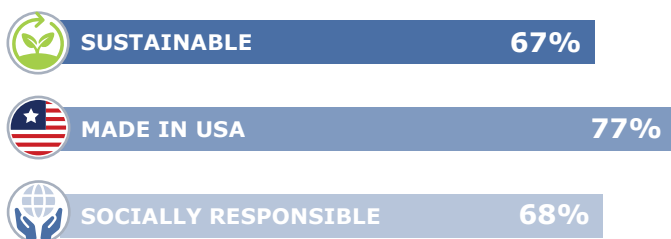
71%

of consumers would have a **more favorable impression** of the advertiser after receiving a promotional USB drive

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

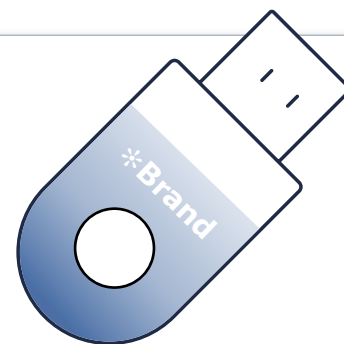


Percentage of consumers who view advertisers more favorably when promo is...



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**



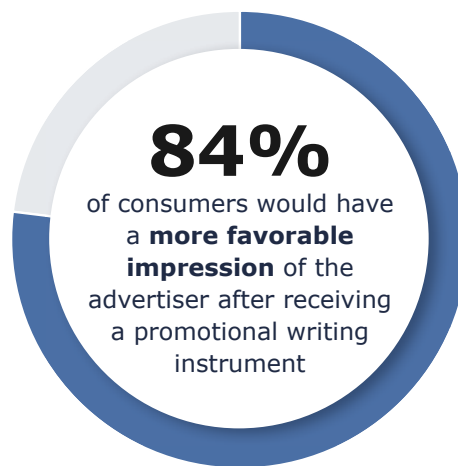
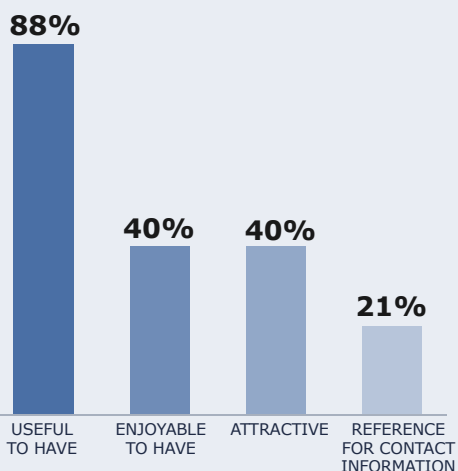
64%

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

65%

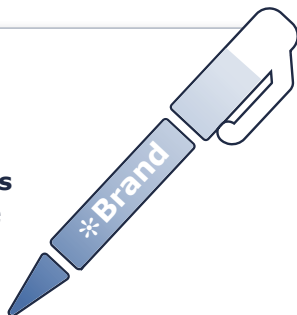
of consumers would keep a promotional writing instrument for **at least one year**

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

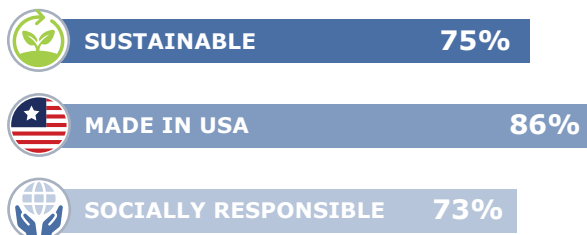


77%

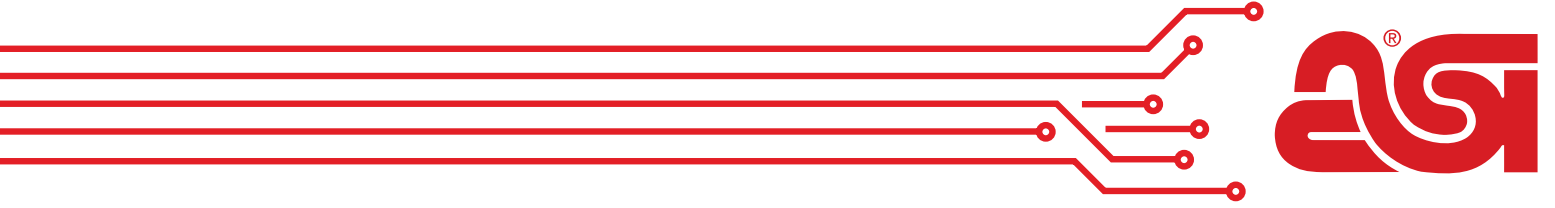
of consumers would be **more likely to do business** with an advertiser who gave them a promotional writing instrument



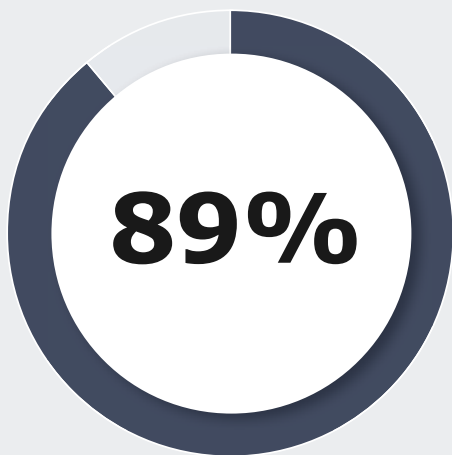
Percentage of consumers who view advertisers more favorably when promo is...



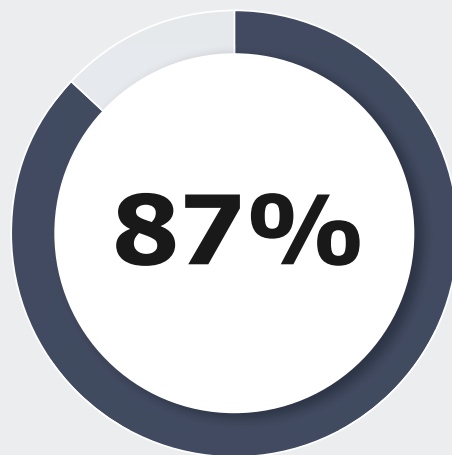
more than any other product category



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



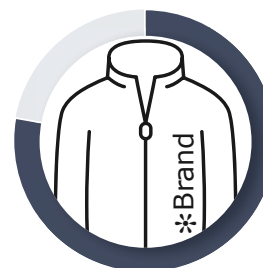
91%

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



79%

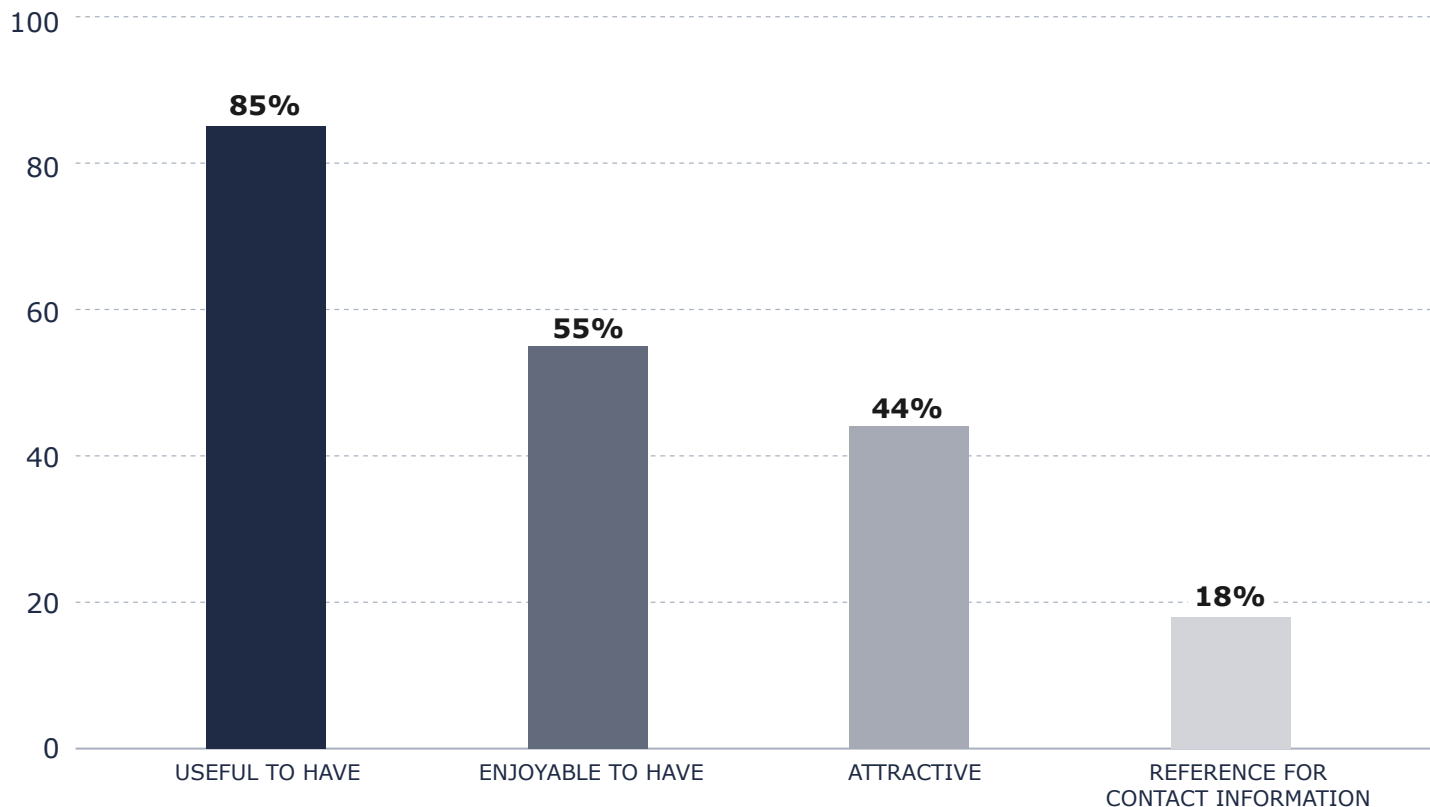
of consumers would have an **even more favourable view** of an advertiser specifically after receiving a **socially responsible** promotional item



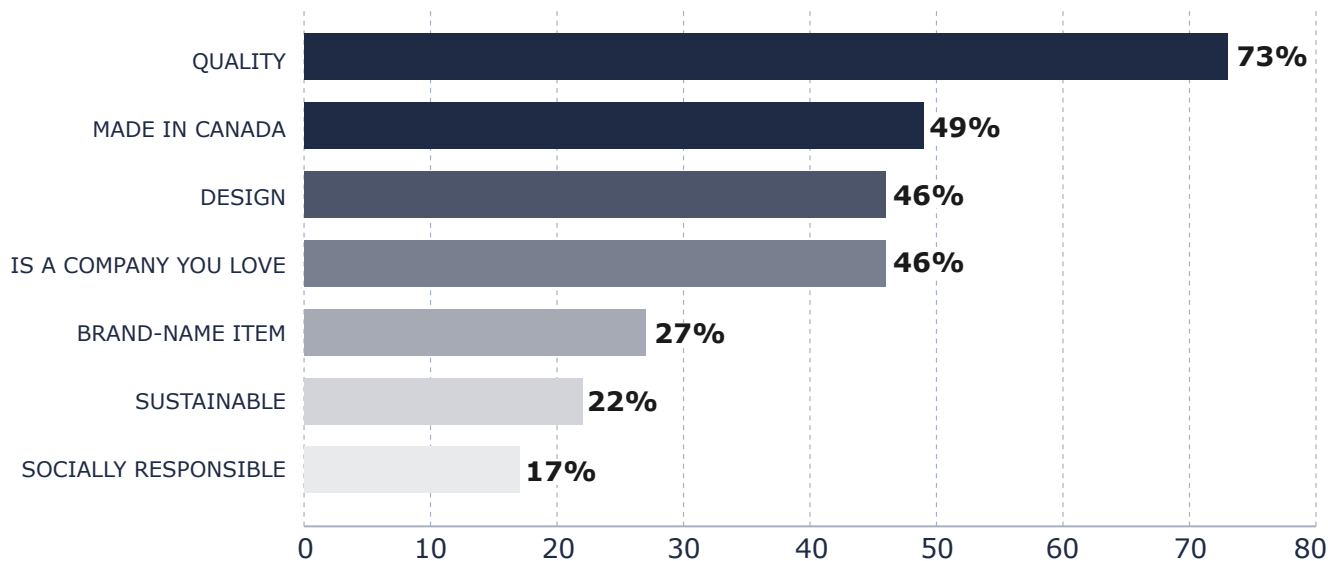
78%

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

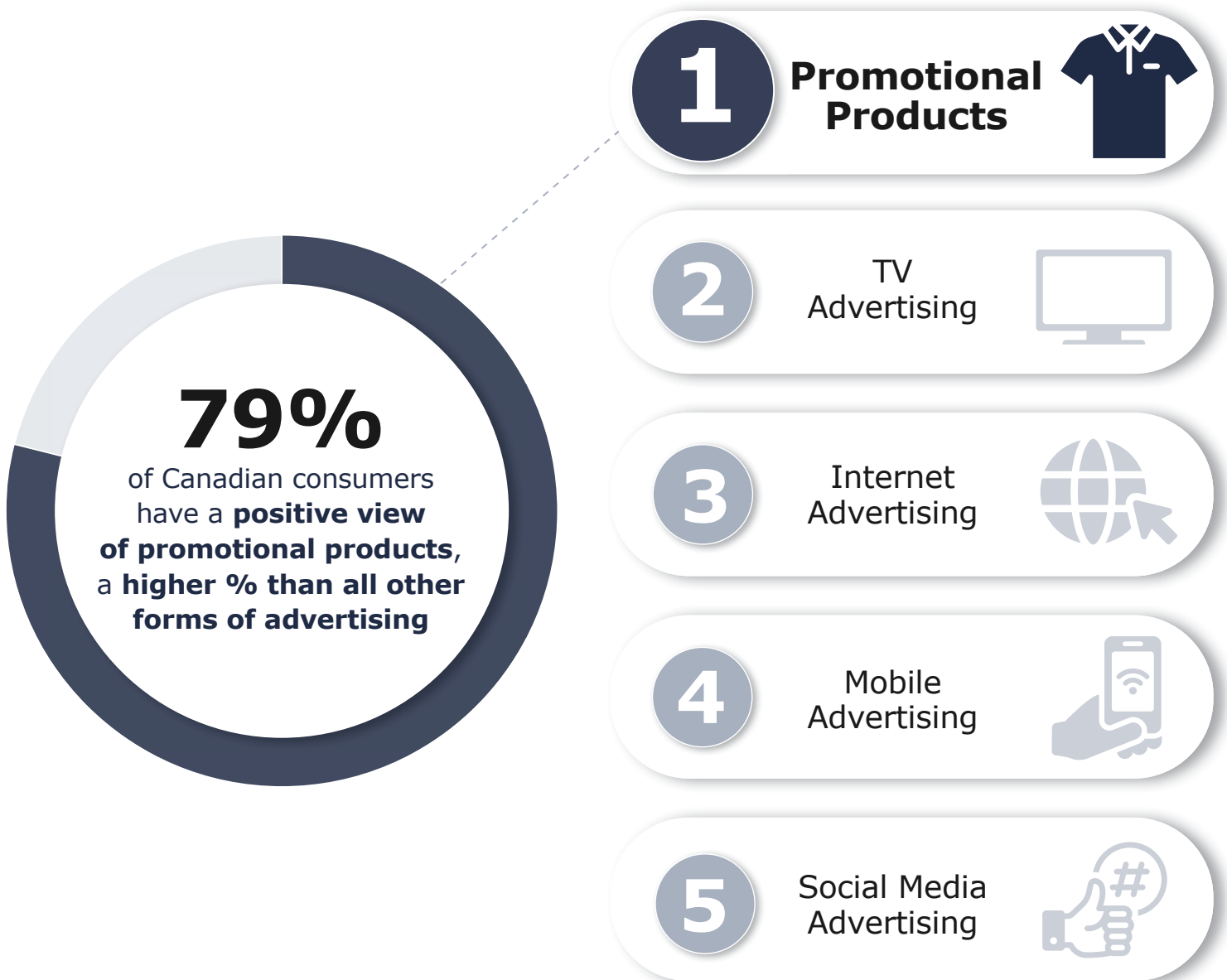
Canadian consumers would keep promotional items because they are:



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

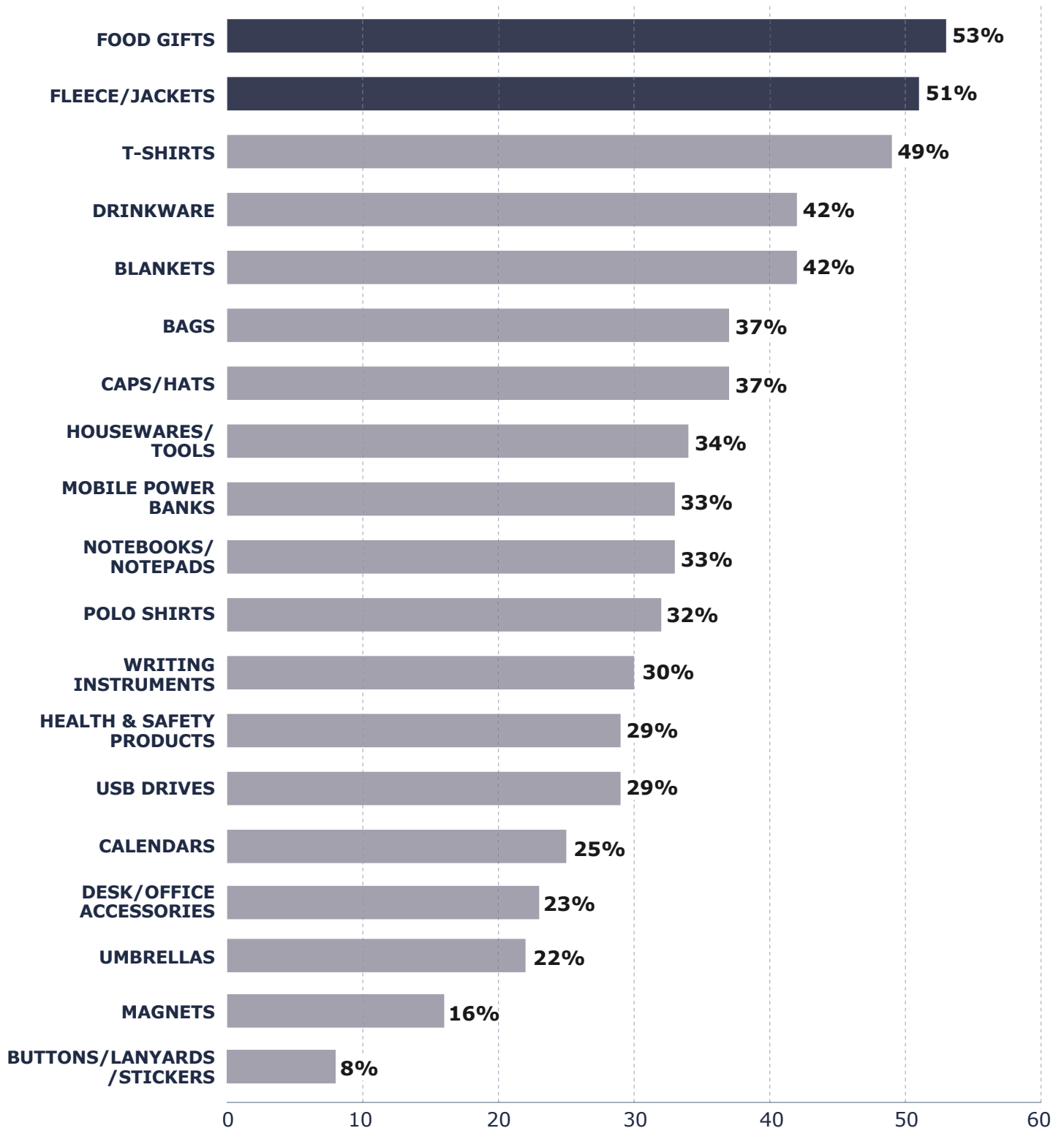


Across all advertising formats evaluated, promotional products received the most positive consumer ratings.

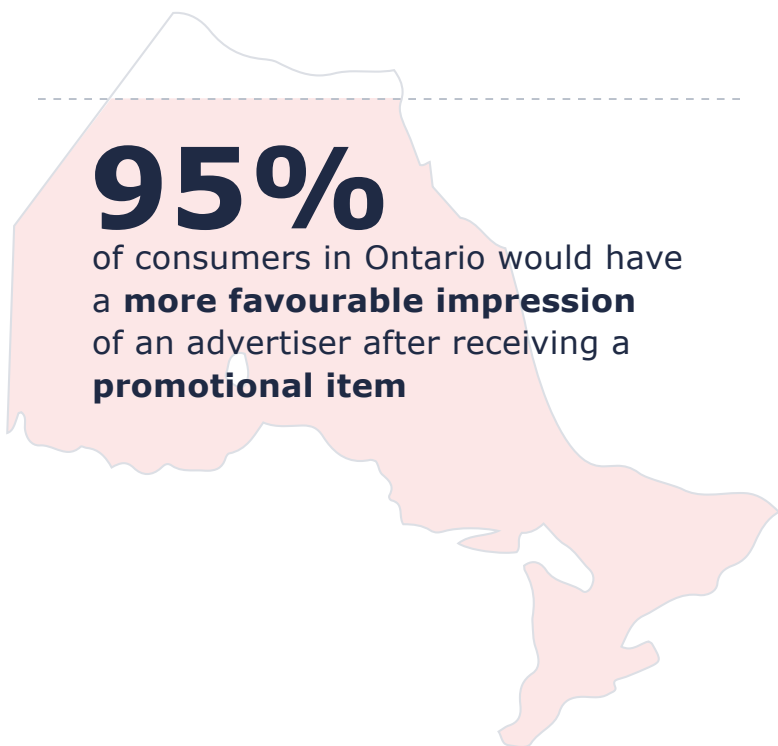
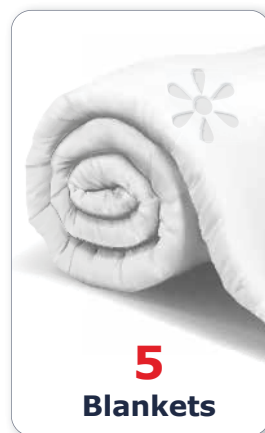
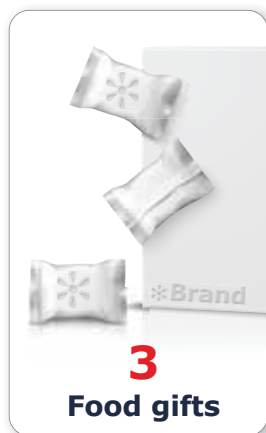


We asked: What promo products would you be most excited to receive?

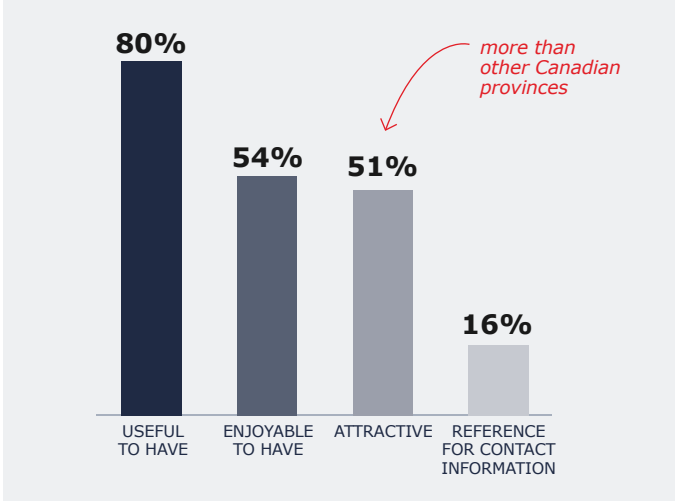
Survey respondents were able to select multiple promotional items in response to this question. More than 50% reported that they would be excited to receive food gifts and fleece/jackets.



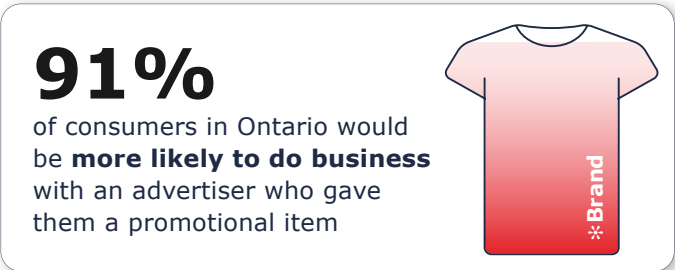
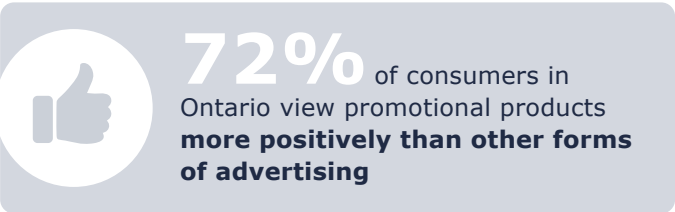
Top 5 products consumers in Ontario would be excited to receive



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



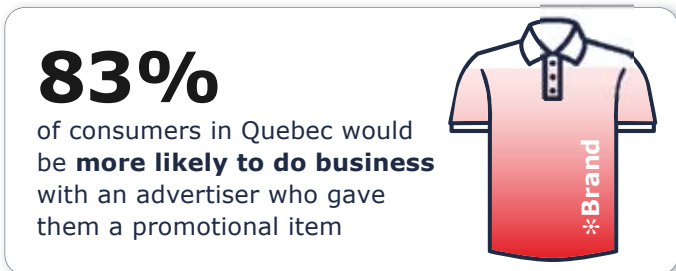
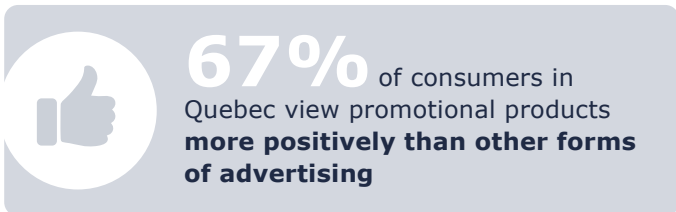
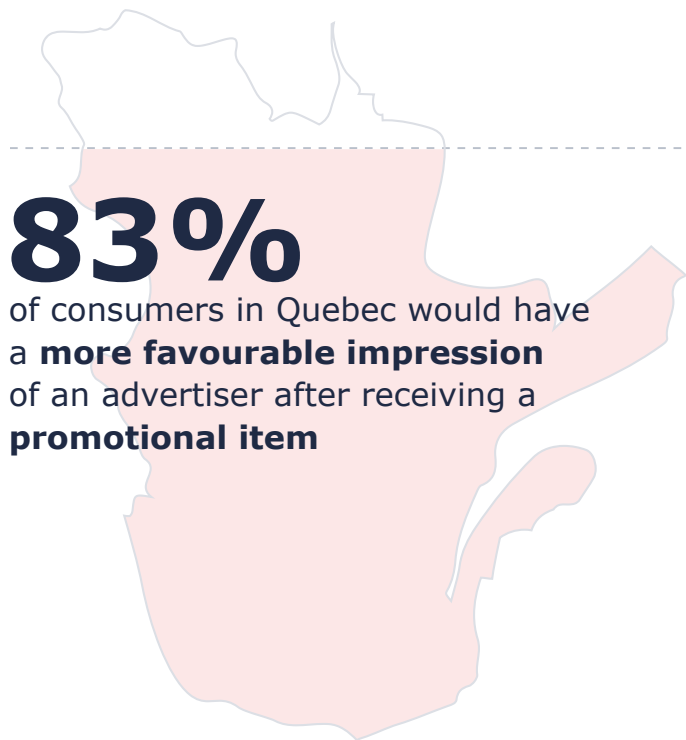
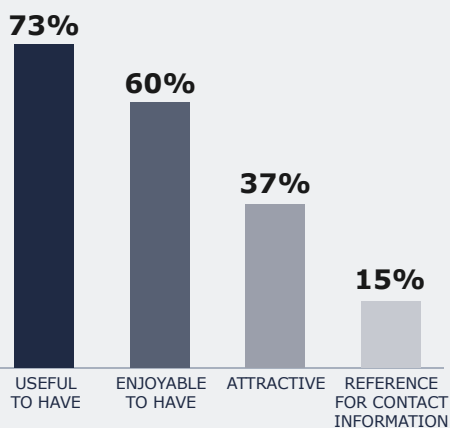
Percentage of consumers who view advertisers more favourably when promo is...



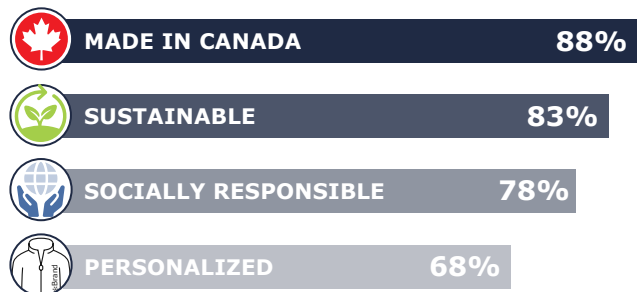
Top 5 products consumers in Quebec would be excited to receive



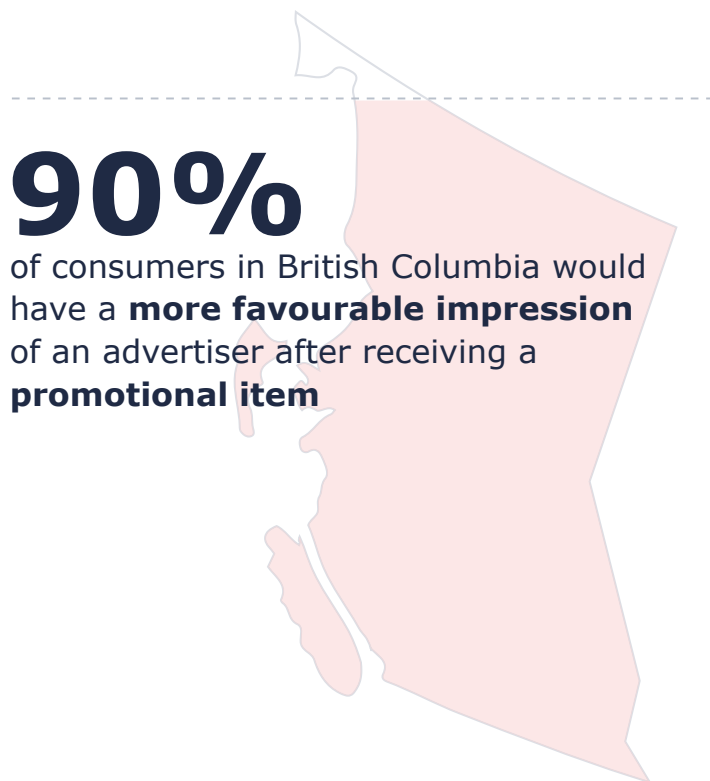
If consumers in Quebec received a promotional item, why would they keep it?



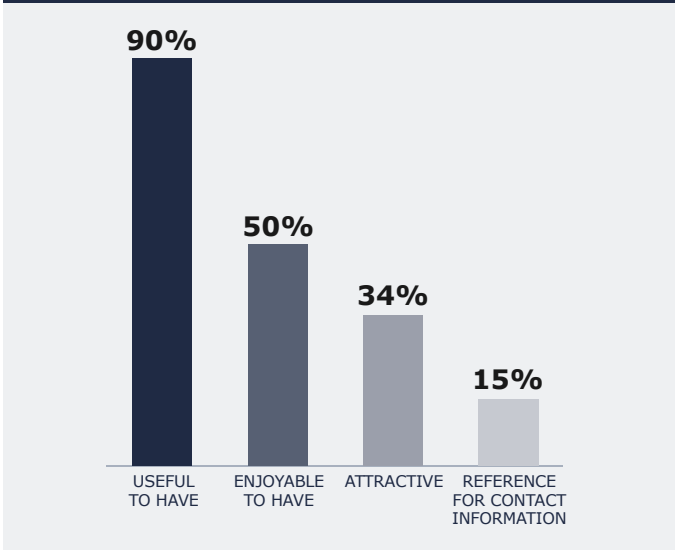
Percentage of consumers who view advertisers more favourably when promo is...



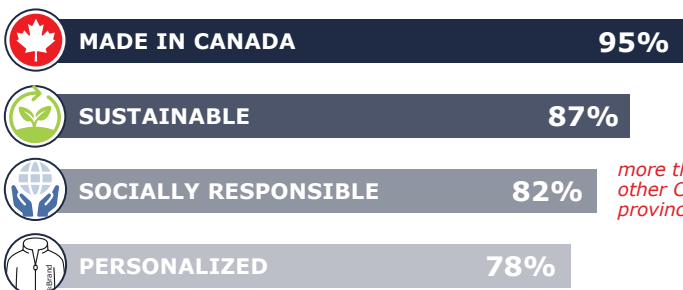
Top 5 products consumers in British Columbia would be excited to receive



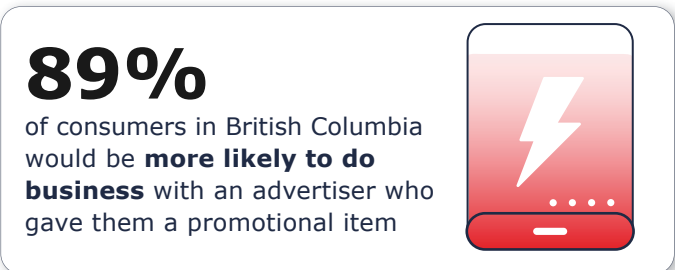
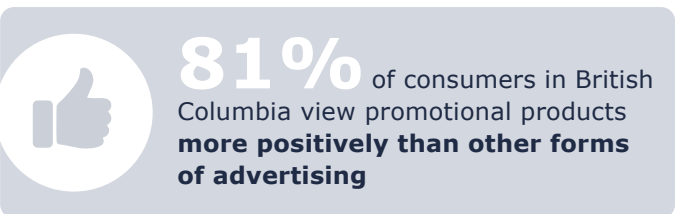
If consumers in British Columbia received a promotional item, why would they keep it?



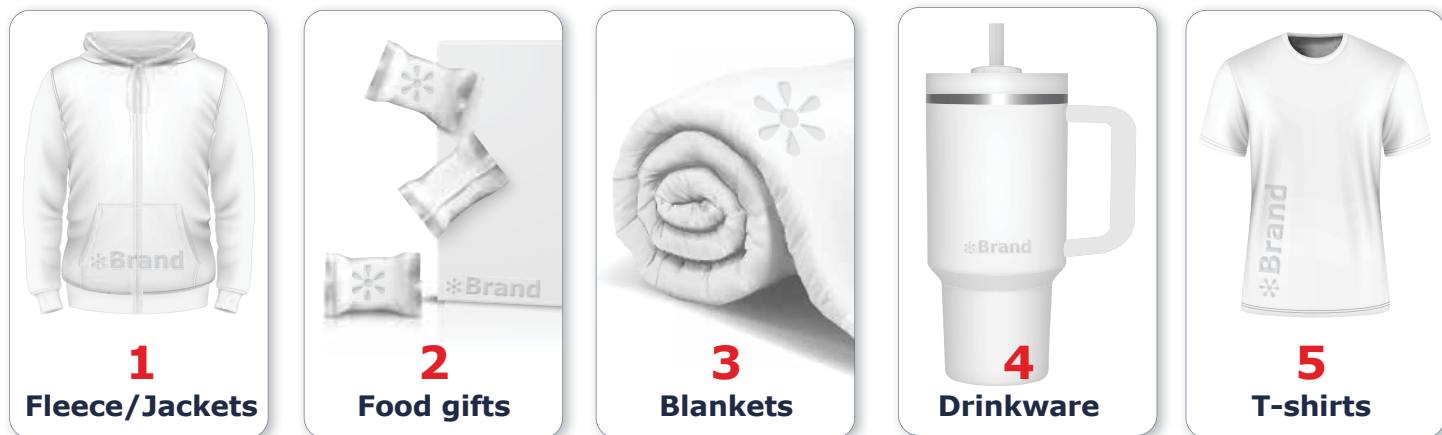
Percentage of consumers who view advertisers more favourably when promo is...



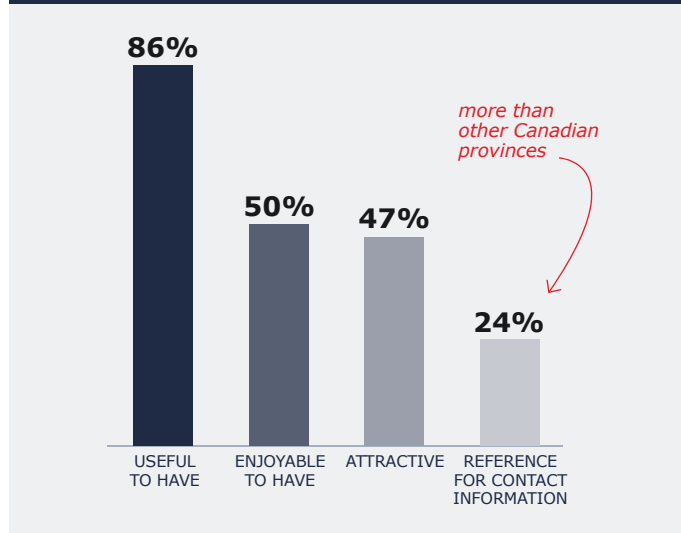
more than other Canadian provinces



Top 5 products consumers in Alberta would be excited to receive



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



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

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

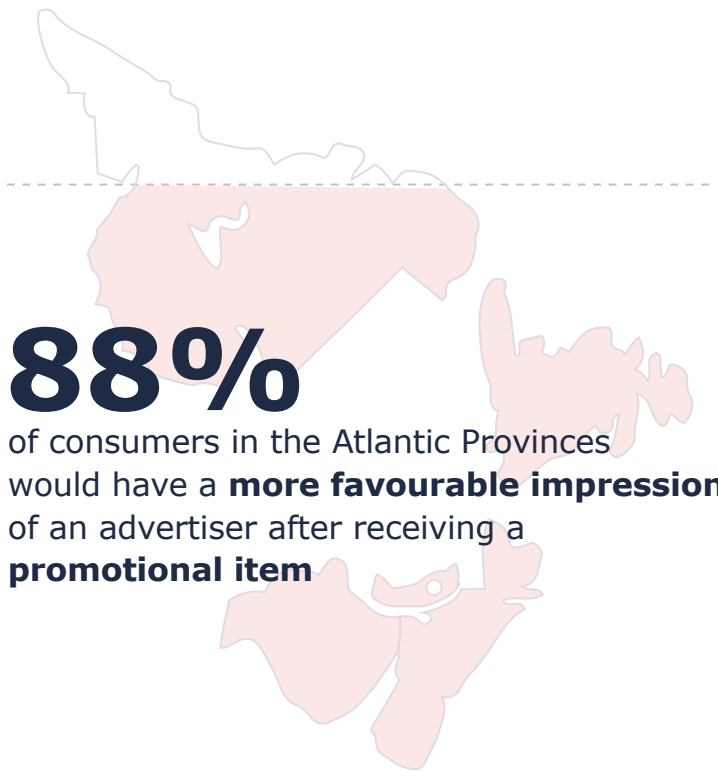
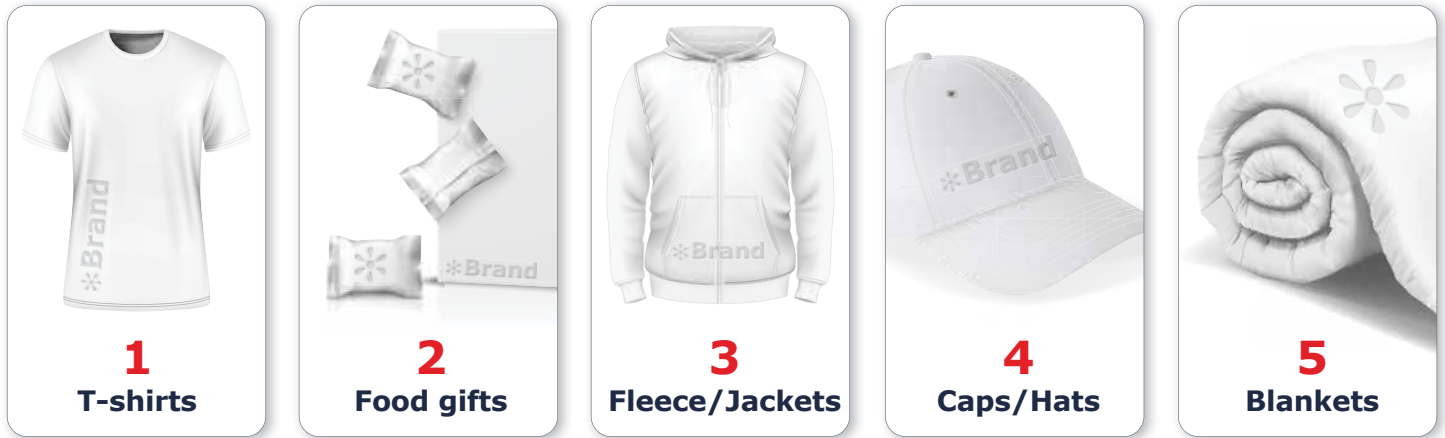
85% of consumers in Alberta would be **more likely to do business** with an advertiser who gave them a promotional item

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

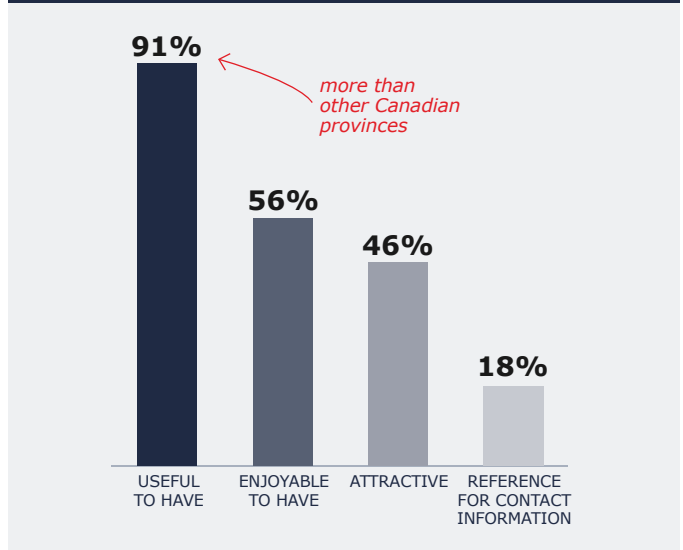


more than other Canadian provinces

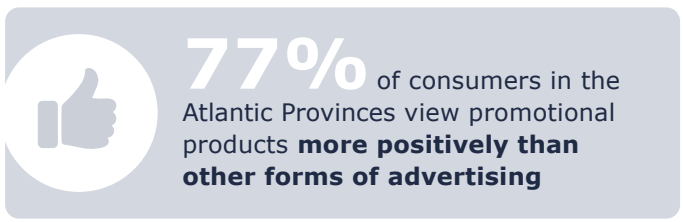
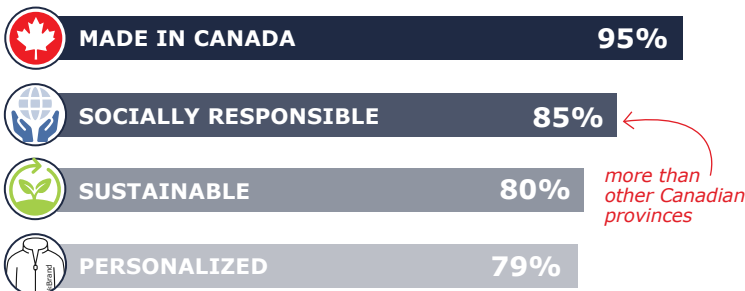
Top 5 products consumers in the Atlantic Provinces would be excited to receive



If consumers in the Atlantic Provinces received a promotional item, why would they keep it?



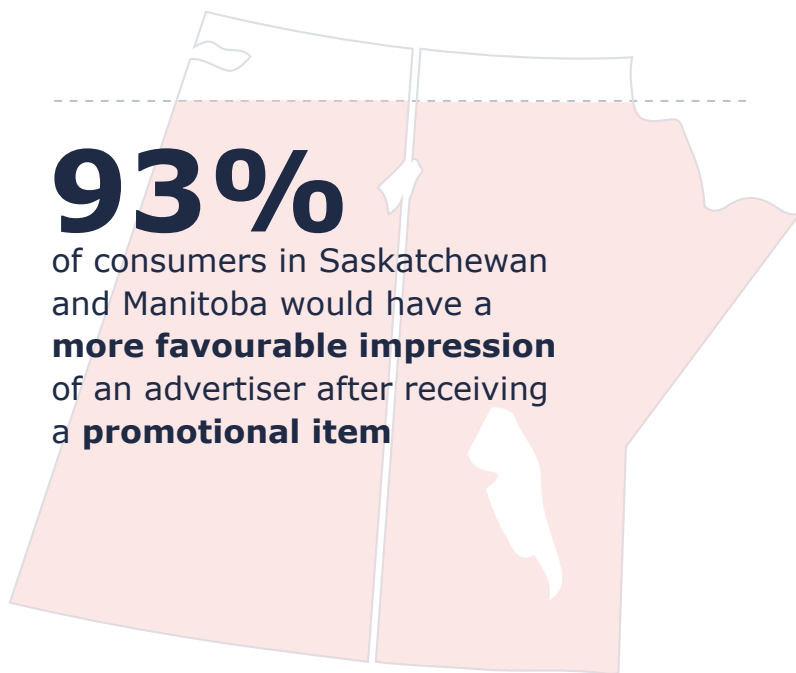
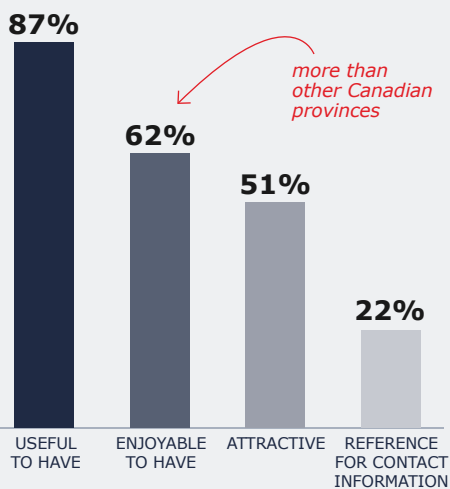
Percentage of consumers who view advertisers more favourably when promo is...



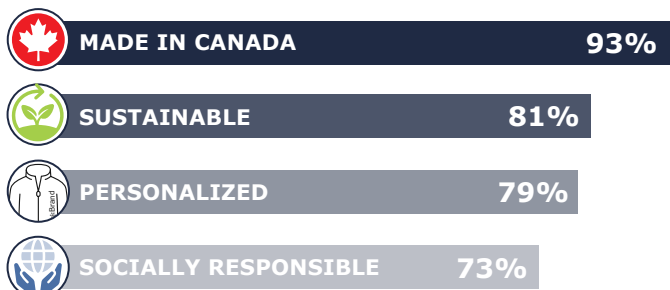
Top 5 products consumers in Saskatchewan and Manitoba would be excited to receive

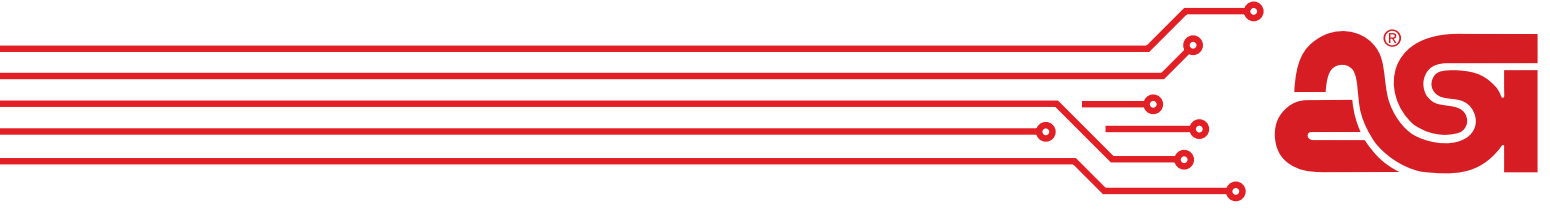


If consumers in Saskatchewan and Manitoba received a promotional item, why would they keep it?



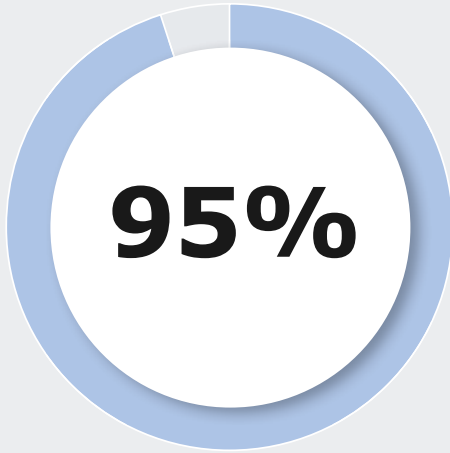
Percentage of consumers who view advertisers more favourably when promo is...



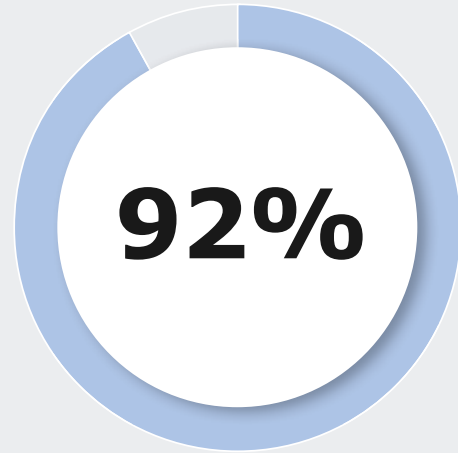


International

Findings



of consumers would have a **more favorable 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**



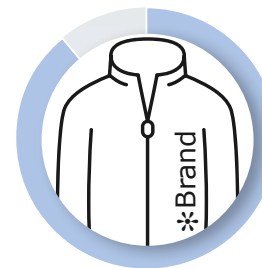
90% of consumers would have an even **more favorable view** of an advertiser specifically after receiving a **sustainable** promotional item



90% of consumers would have an even **more favorable view** of an advertiser specifically after receiving a promotional item **manufactured in their country**

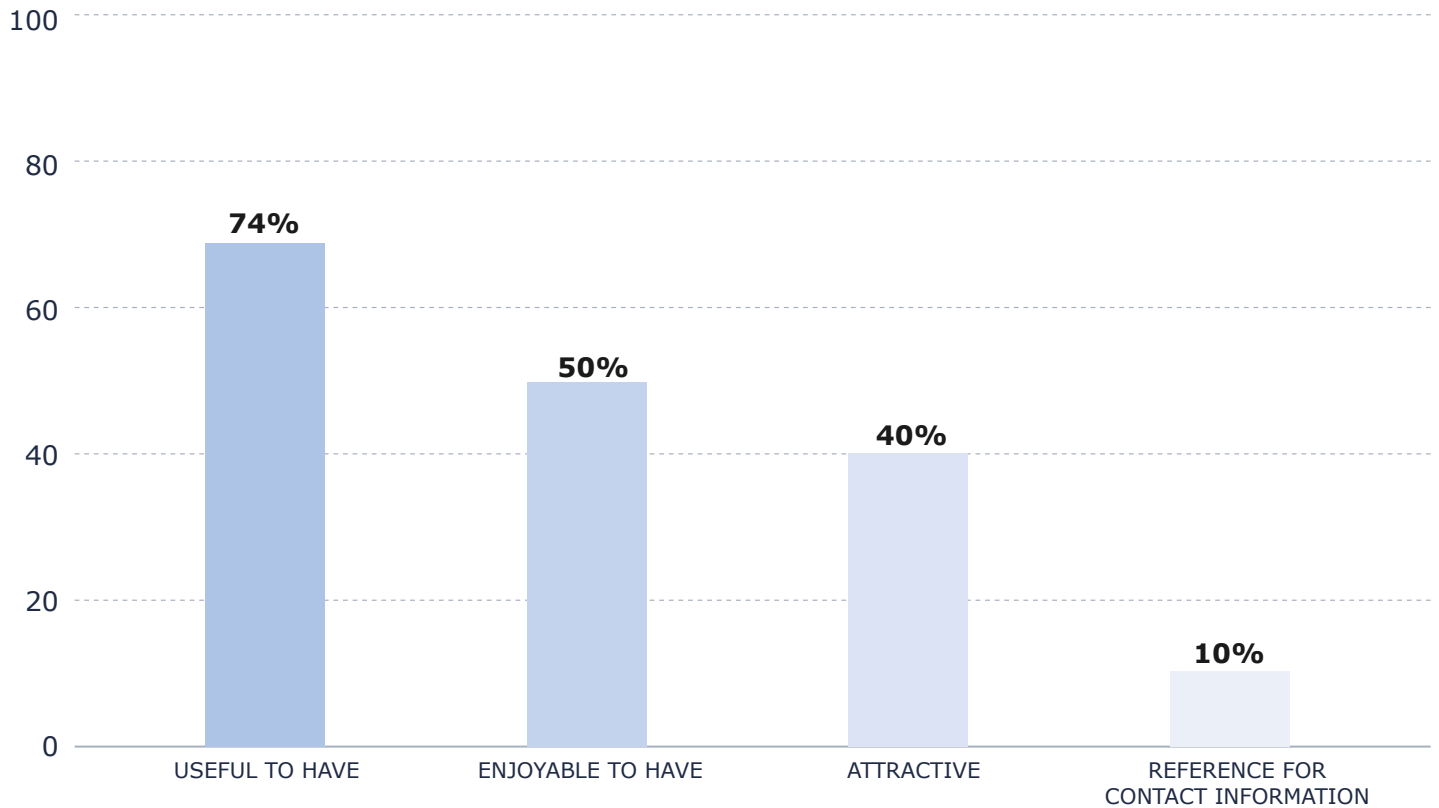


91% of consumers would have an even **more favorable view** of an advertiser specifically after receiving a **socially responsible** promotional item

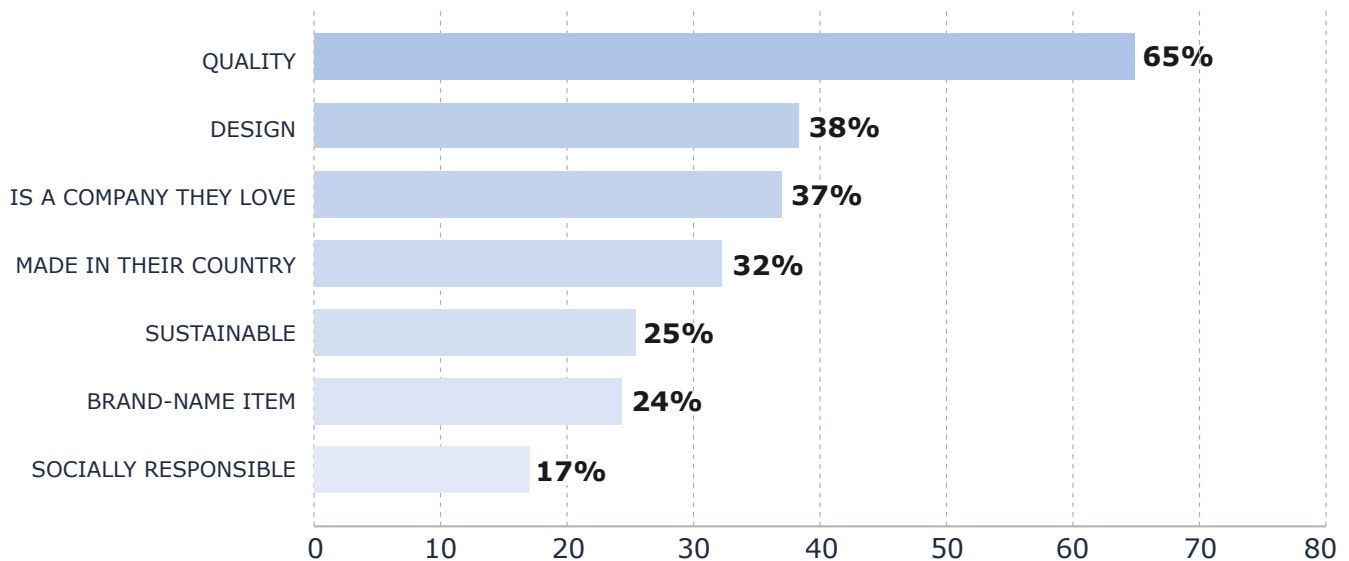


89% of consumers would have an even **more favorable view** of an advertiser specifically after receiving a **personalized** promotional item

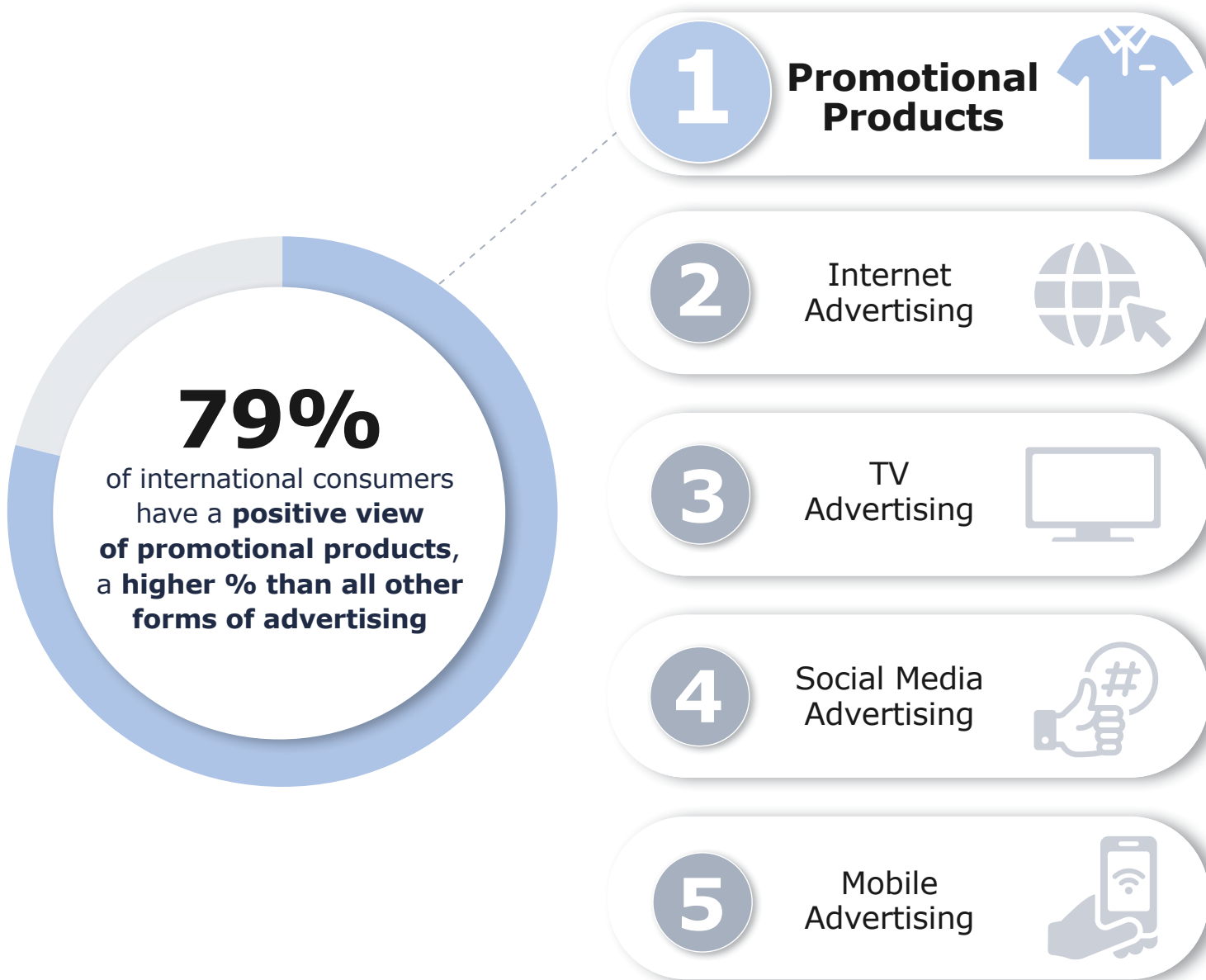
International consumers would keep promotional items because they are:



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

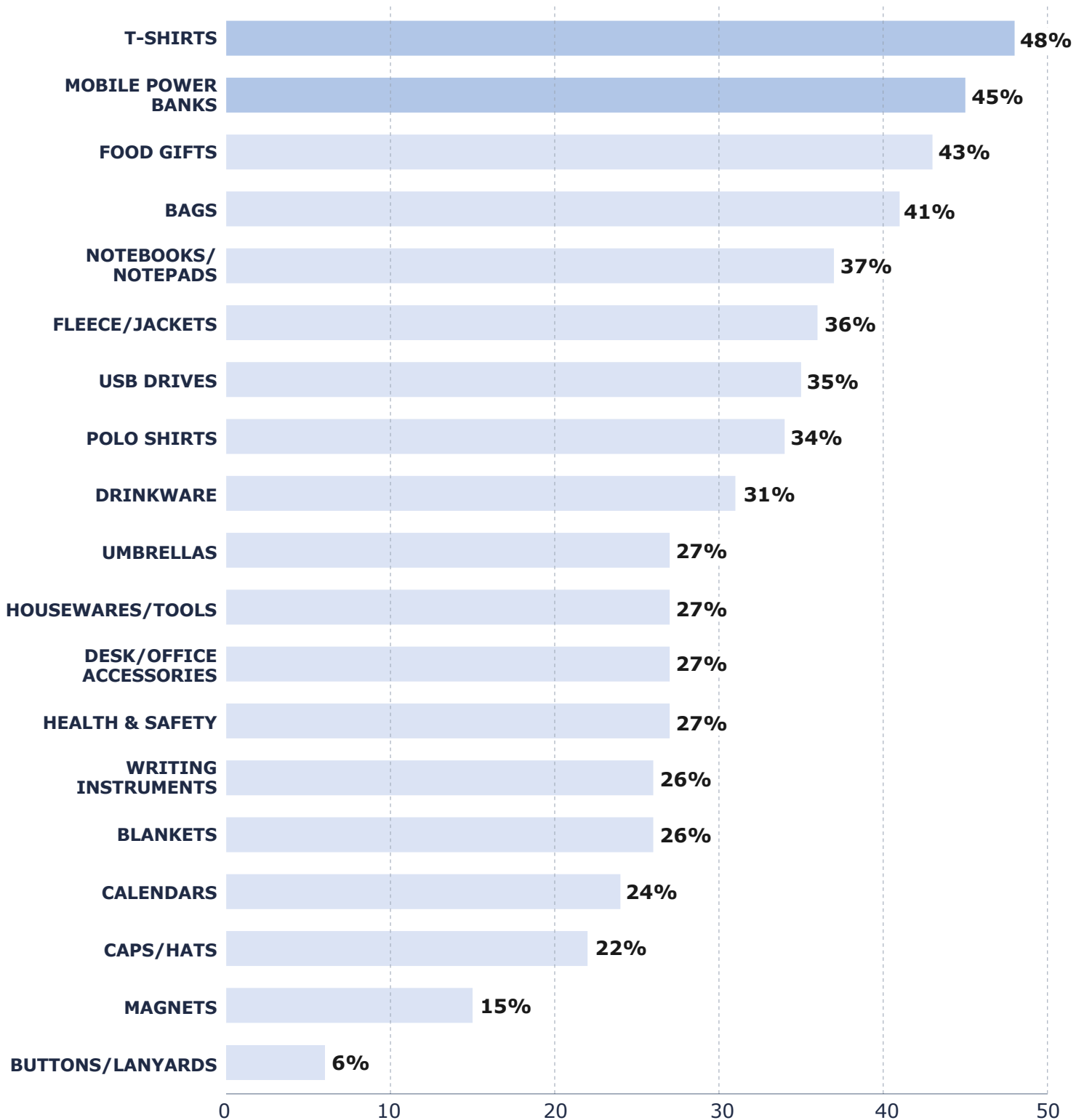


Across all advertising formats evaluated, promotional products received the most positive consumer ratings.



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

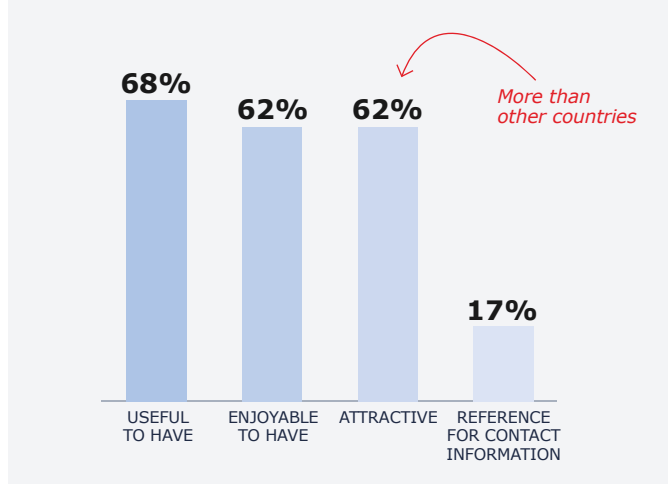
Survey respondents were able to select multiple promotional items in response to this question. Nearly 50% reported that they would be excited to receive T-shirts and mobile power banks.



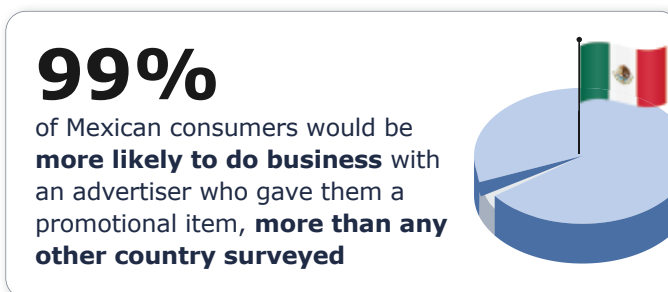
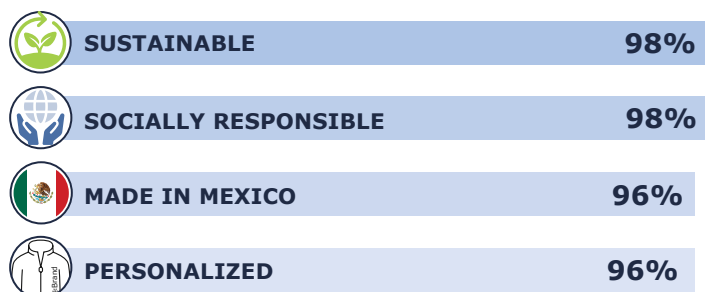
Top 5 products Mexican consumers would be excited to receive



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



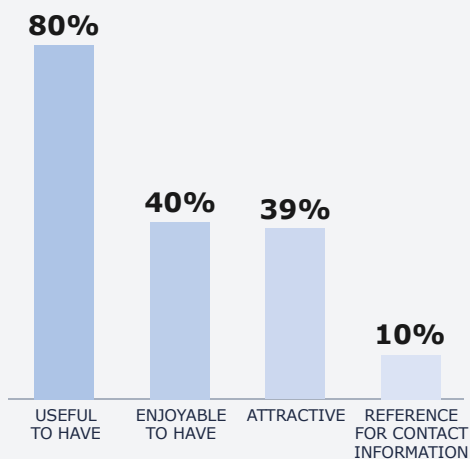
Percentage of consumers who view advertisers more favorably when promo is



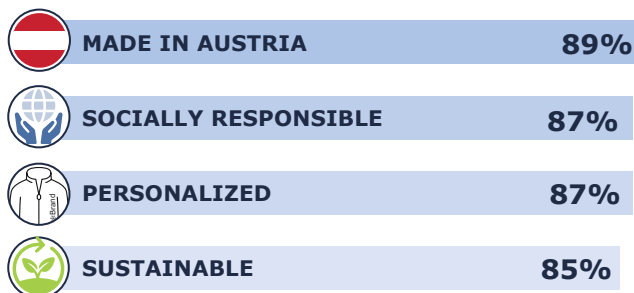
Top 5 products Austrian consumers would be excited to receive



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



Percentage of consumers who view advertisers more favorably when promo is



75% of Austrian consumers view promotional products **more positively than other forms of advertising**

90% of Austrian consumers would be **more likely to do business** with an advertiser who gave them a promotional item

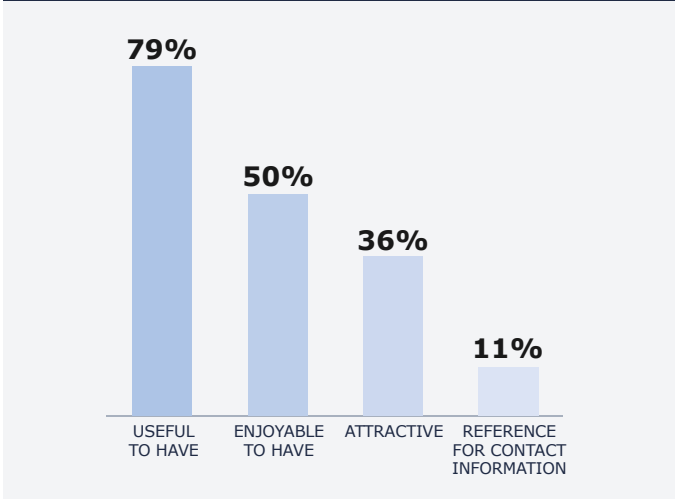
94% of Austrian consumers would have a **more favorable impression** of an advertiser after receiving a promotional item

Top 5 products Belgian consumers would be excited to receive

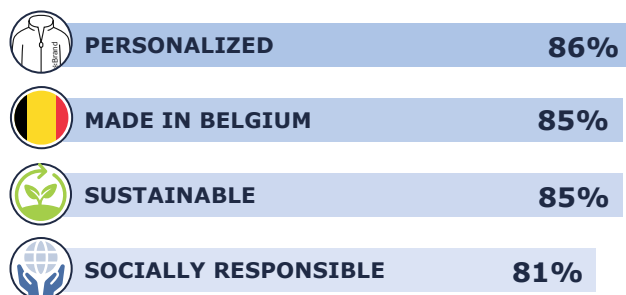


92%
of Belgian consumers would have a **more favorable impression** of an advertiser after receiving a **promotional item**

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



Percentage of consumers who view advertisers more favorably when promo is



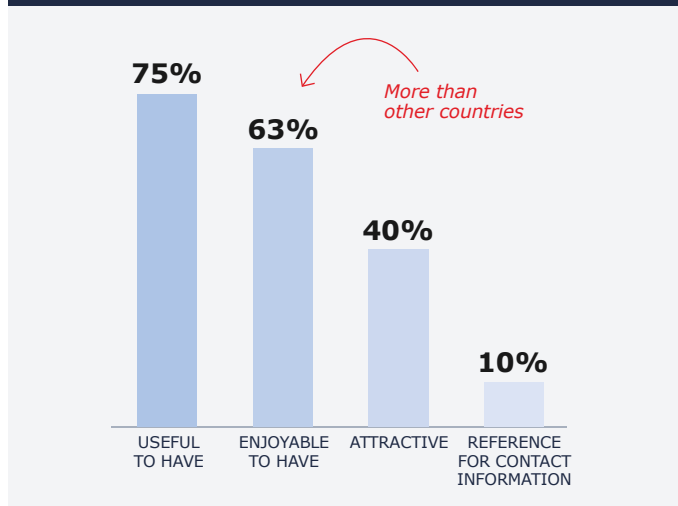
82% of Belgian consumers view promotional products **more positively than other forms of advertising**

91% of Belgian consumers would be **more likely to do business** with an advertiser who gave them a promotional item

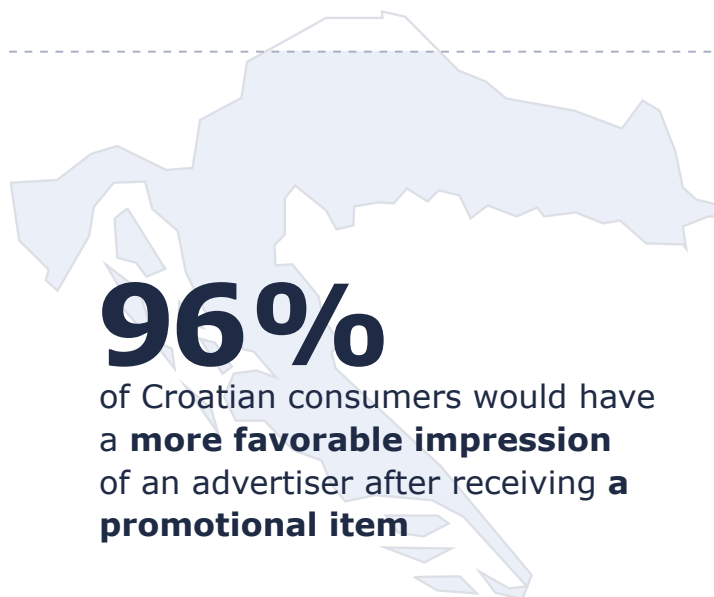
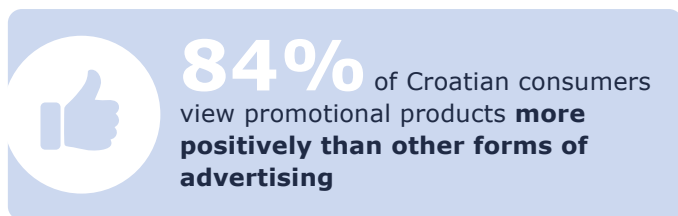
Top 5 products Croatian consumers would be excited to receive



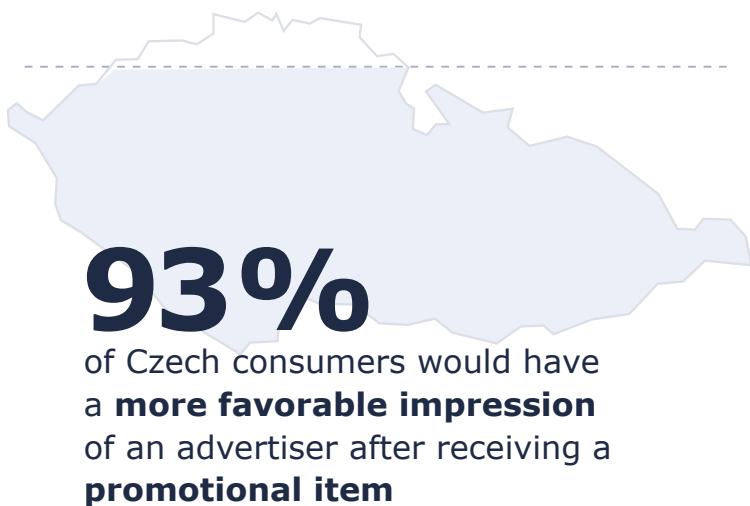
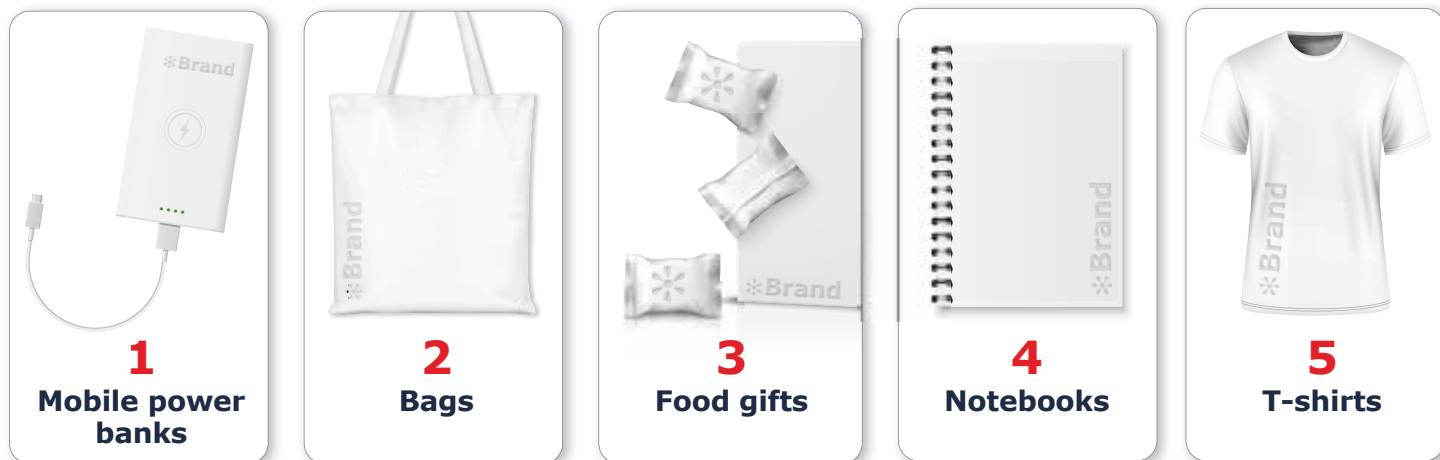
If Croatian consumers received a promotional item, why would they keep it?



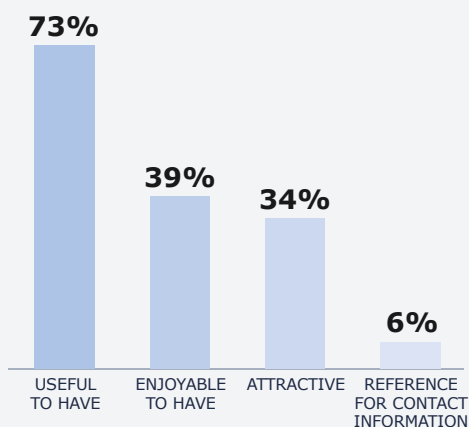
Percentage of consumers who view advertisers more favorably when promo is



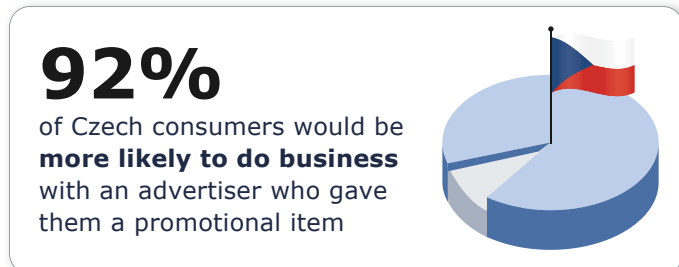
Top 5 products Czech consumers would be excited to receive



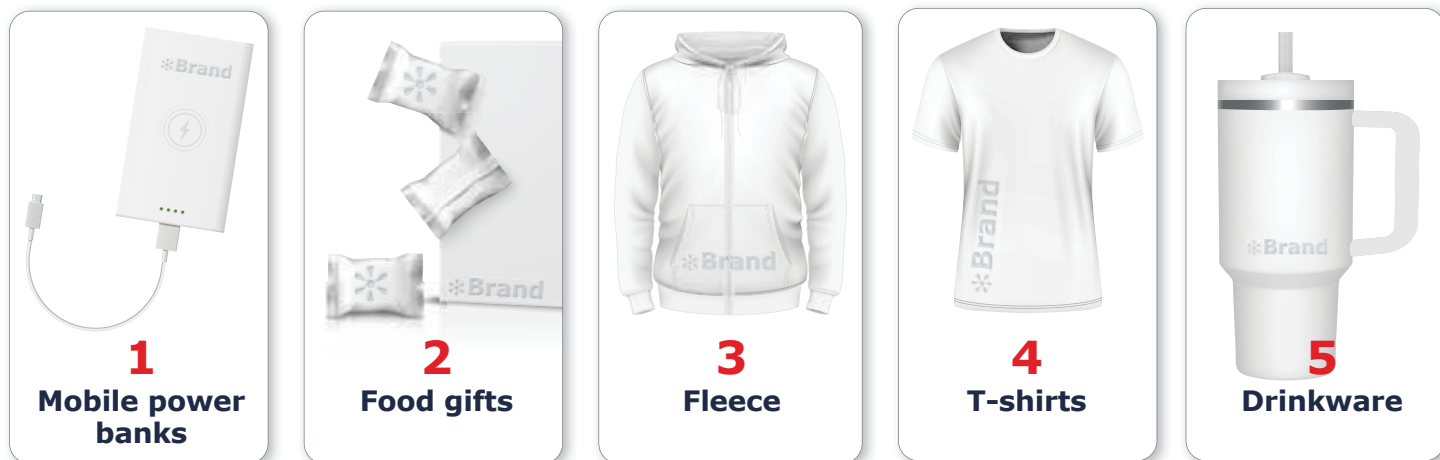
If Czech consumers received a promotional item, why would they keep it?



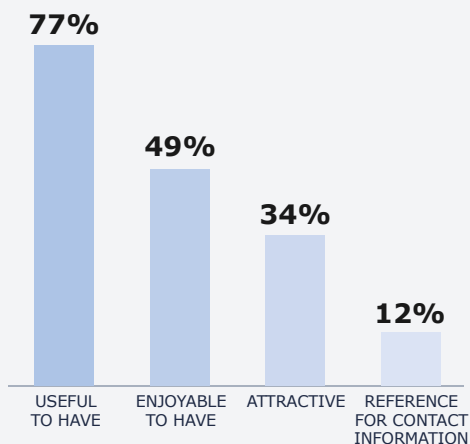
Percentage of consumers who view advertisers more favorably when promo is



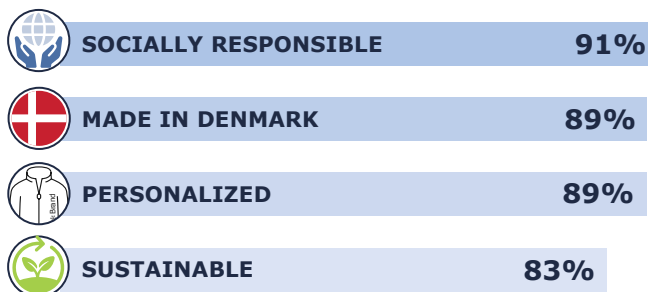
Top 5 products Danish consumers would be excited to receive



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



Percentage of consumers who view advertisers more favorably when promo is

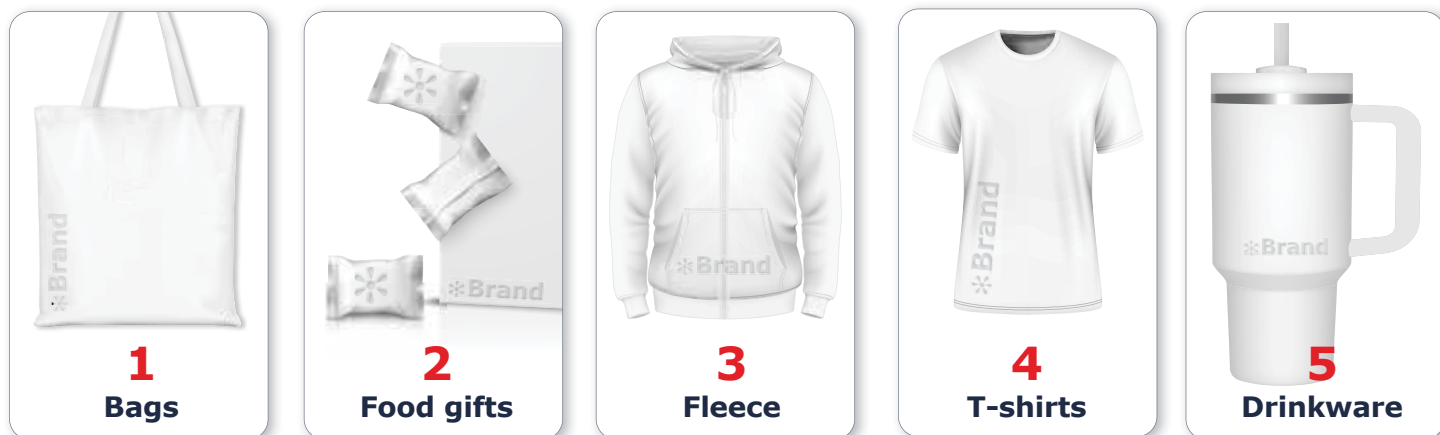


78% of Danish consumers view promotional products **more positively than other forms of advertising**

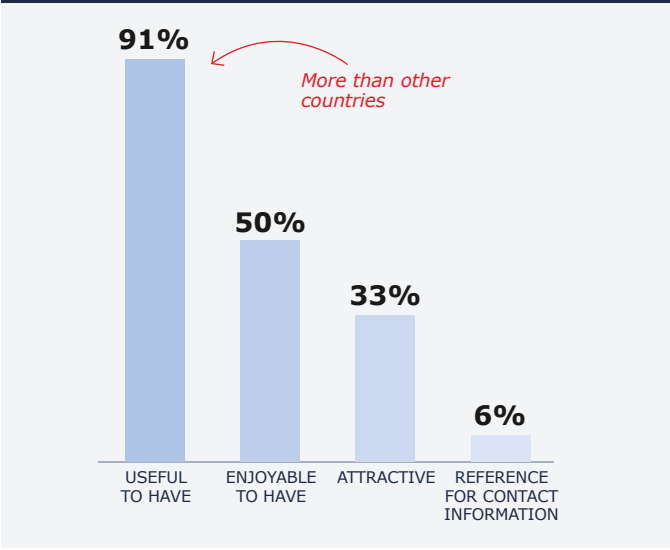
86% of Danish consumers would be **more likely to do business** with an advertiser who gave them a promotional item

92% of Danish consumers would have a **more favorable impression** of an advertiser after receiving a promotional item

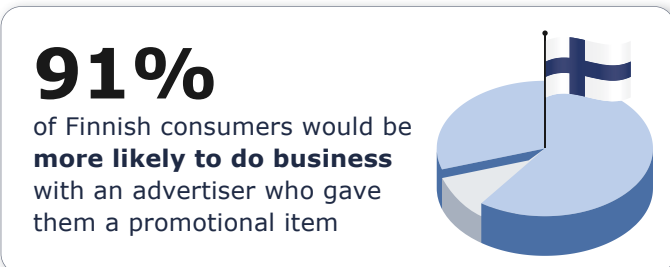
Top 5 products Finnish consumers would be excited to receive



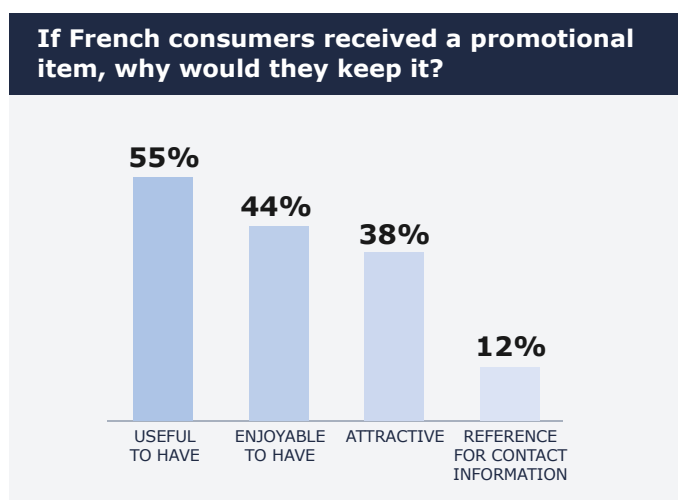
If Finnish consumers received a promotional item, why would they keep it?



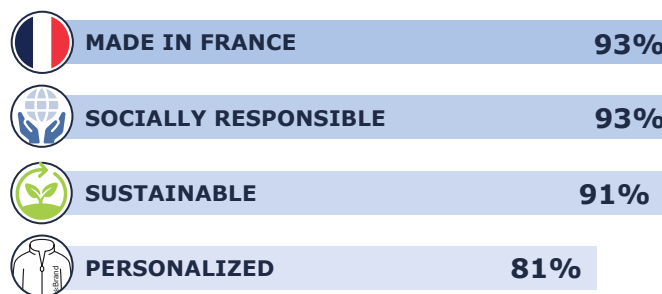
Percentage of consumers who view advertisers more favorably when promo is



Top 5 products French consumers would be excited to receive



Percentage of consumers who view advertisers more favorably when promo is

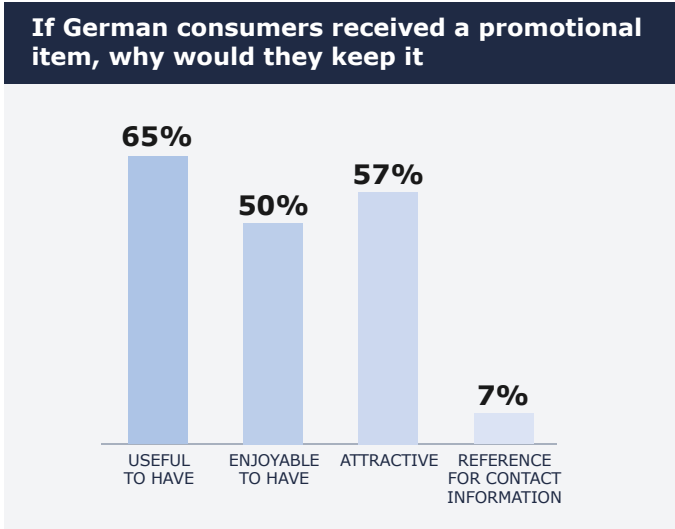


73% of French consumers view promotional products **more positively than other forms of advertising**

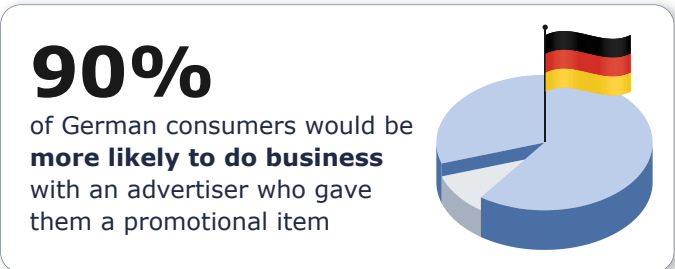
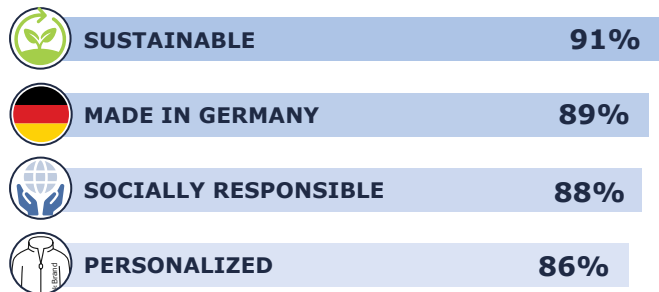
85% of French consumers would be **more likely to do business** with an advertiser who gave them a promotional item

93% of French consumers would have a **more favorable impression** of an advertiser after receiving a promotional item

Top 5 products German consumers would be excited to receive



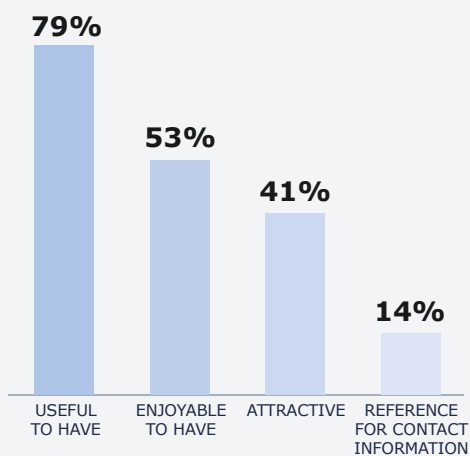
Percentage of consumers who view advertisers more favorably when promo is



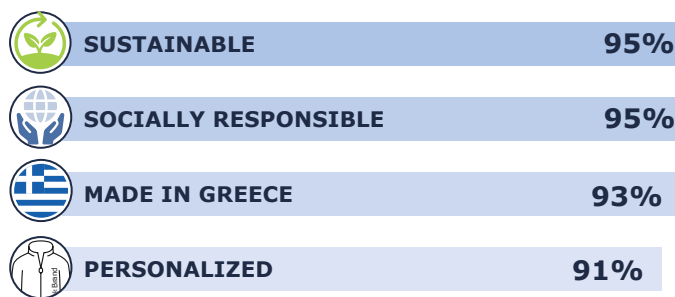
Top 5 products Greek consumers would be excited to receive



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



Percentage of consumers who view advertisers more favorably when promo is



88% of Greek consumers view promotional products **more positively than other forms of advertising**

96% of Greek consumers would be **more likely to do business** with an advertiser who gave them a promotional item

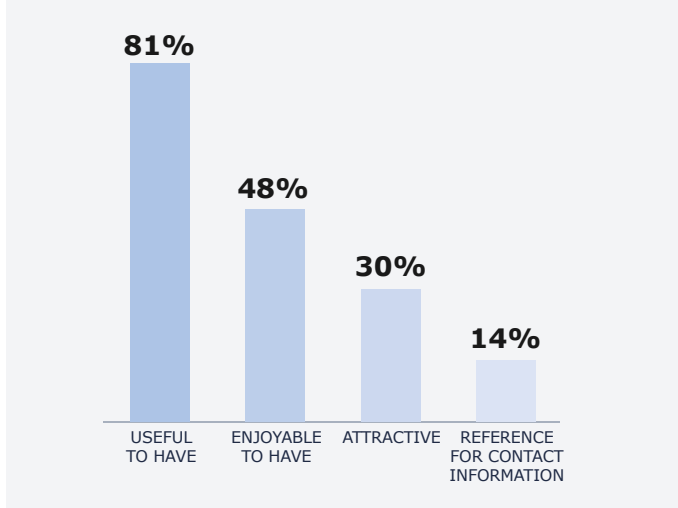
97% of Greek consumers would have a **more favorable impression** of an advertiser after receiving a promotional item

Top 5 products Hungarian consumers would be excited to receive



96%
of Hungarian consumers would have a **more favorable impression** of an advertiser after receiving a **promotional item**

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




Percentage of consumers who view advertisers more favorably when promo is

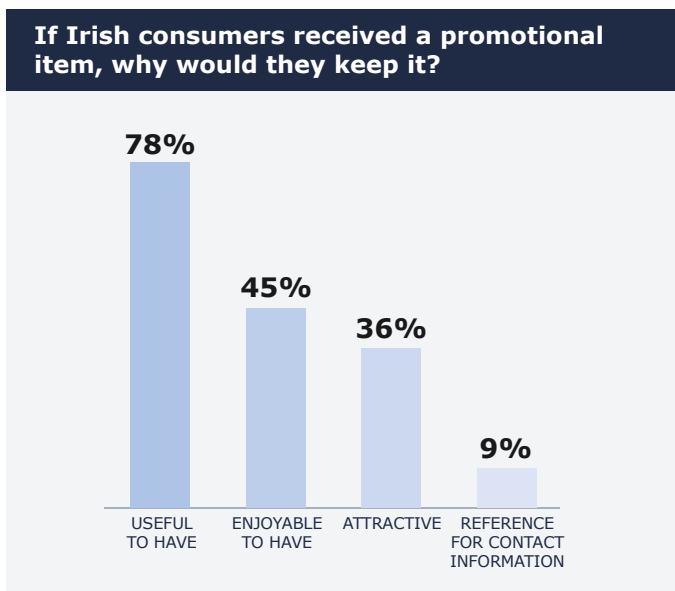


 **83%** of Hungarian consumers view promotional products **more positively than other forms of advertising**

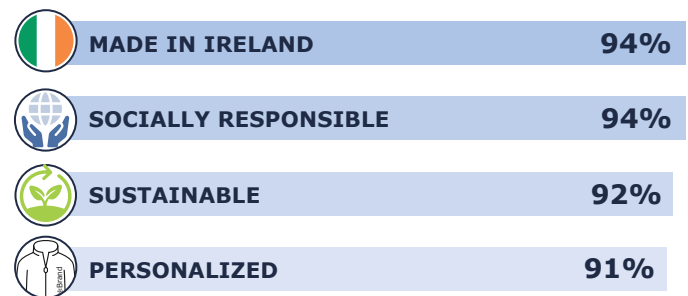
94% of Hungarian consumers would be **more likely to do business** with an advertiser who gave them a promotional item



Top 5 products Irish consumers would be excited to receive



Percentage of consumers who view advertisers more favorably when promo is



77% of Irish consumers view promotional products **more positively than other forms of advertising**

95% of Irish consumers would be **more likely to do business** with an advertiser who gave them a promotional item

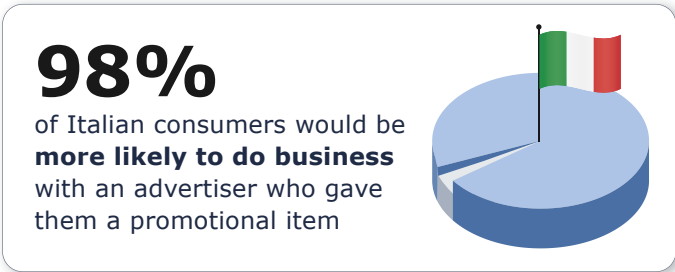
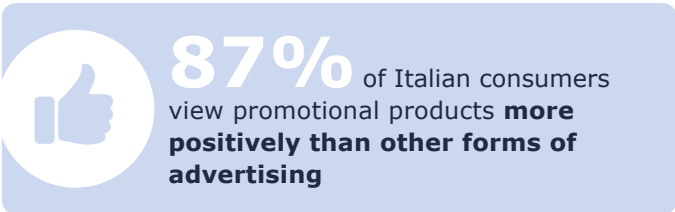
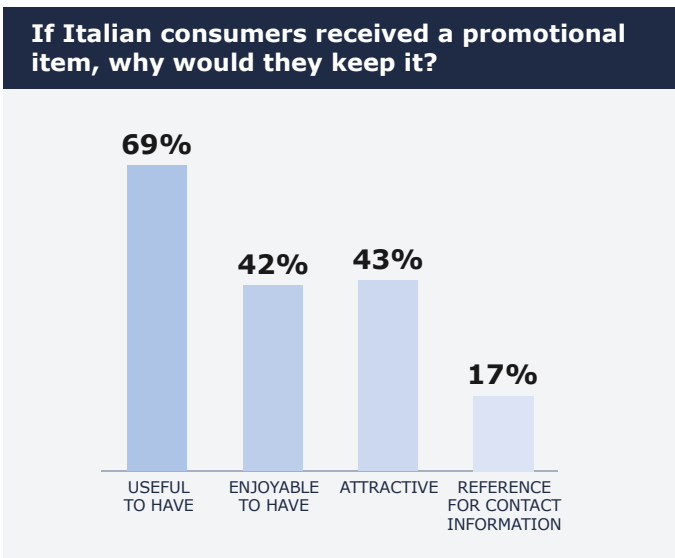
97% of Irish consumers would have a **more favorable impression** of an advertiser after receiving a promotional item

Top 5 products Italian consumers would be excited to receive

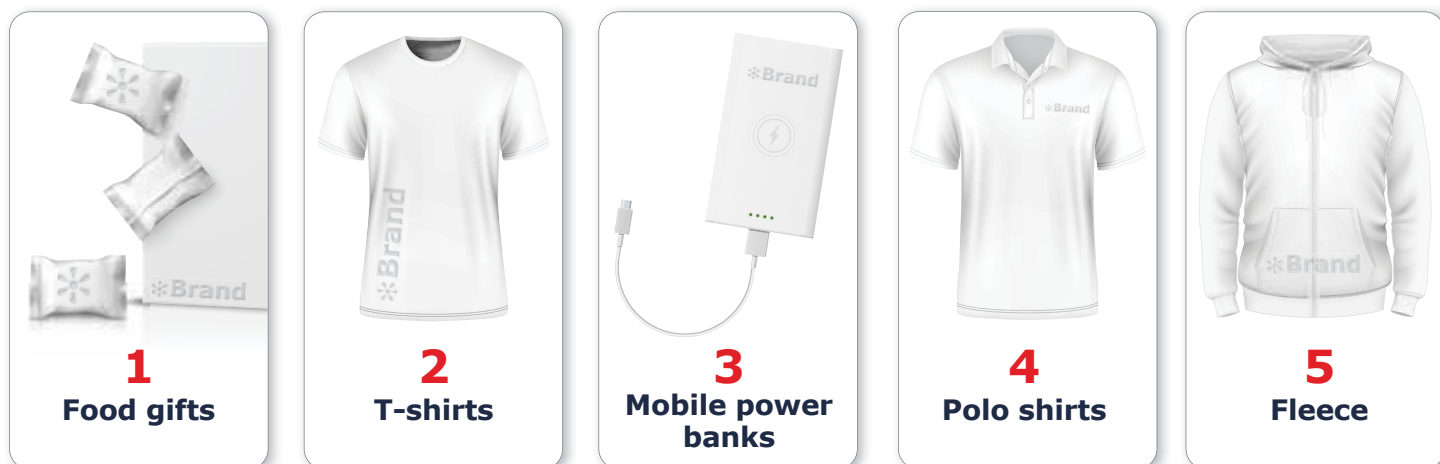


of Italian consumers would have a **more favorable impression** of an advertiser after receiving a **promotional item**, more than other countries surveyed

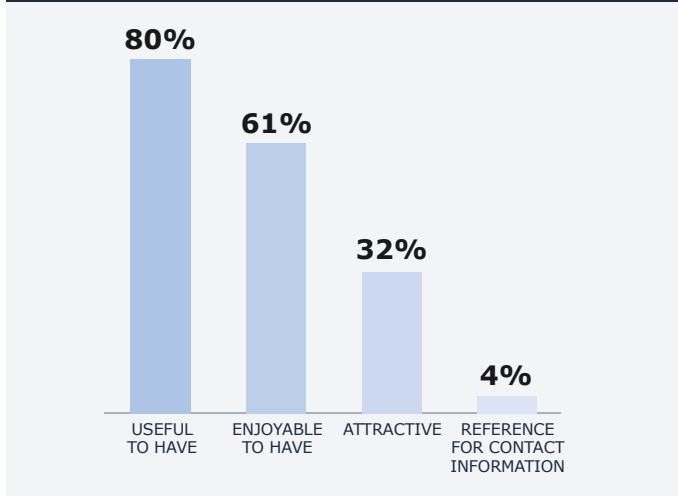
Percentage of consumers who view advertisers more favorably when promo is



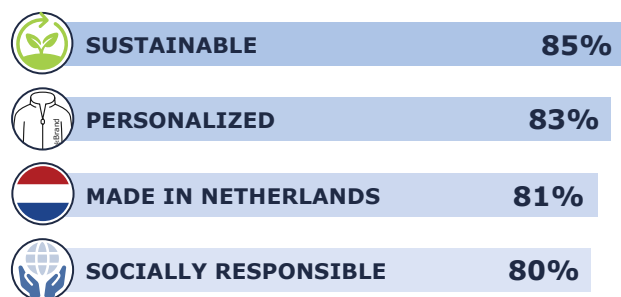
Top 5 products Dutch consumers would be excited to receive



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



Percentage of consumers who view advertisers more favorably when promo is



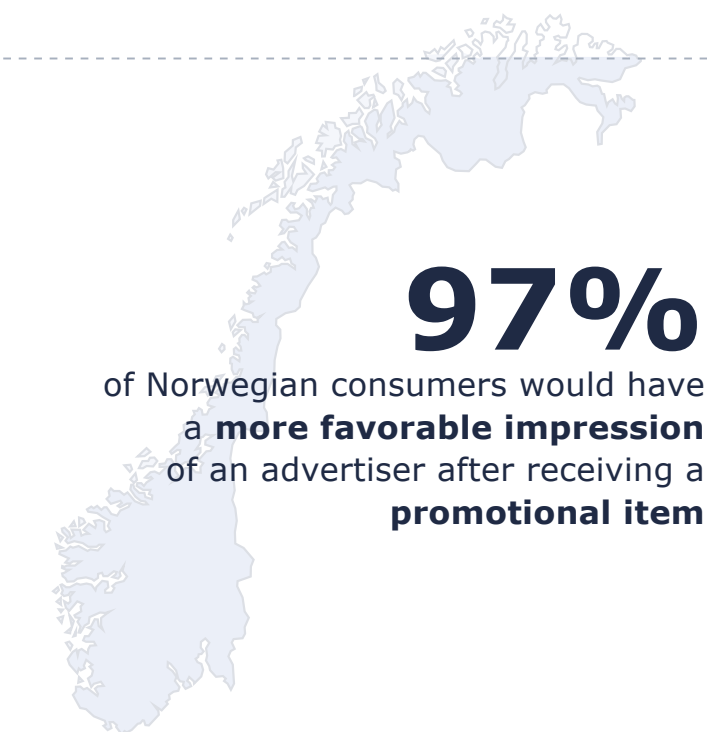
67% of Dutch consumers view promotional products **more positively than other forms of advertising**

88% of Dutch consumers would be **more likely to do business** with an advertiser who gave them a promotional item

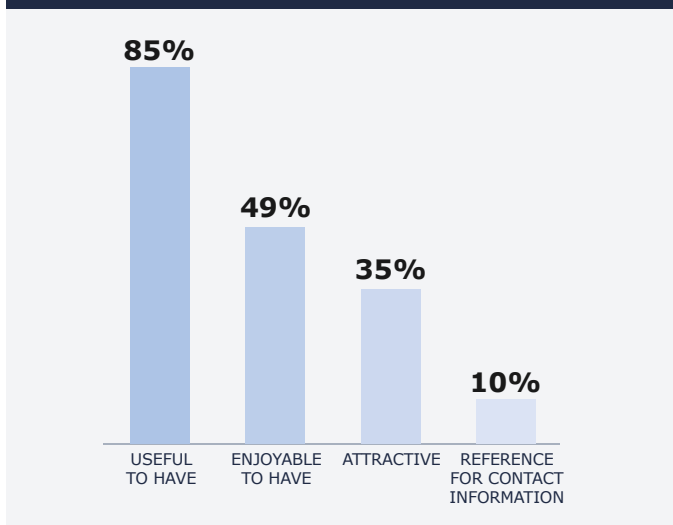
92% of Dutch consumers would have a **more favorable impression** of an advertiser after receiving a promotional item

Top 5 products Norwegian consumers would be excited to receive

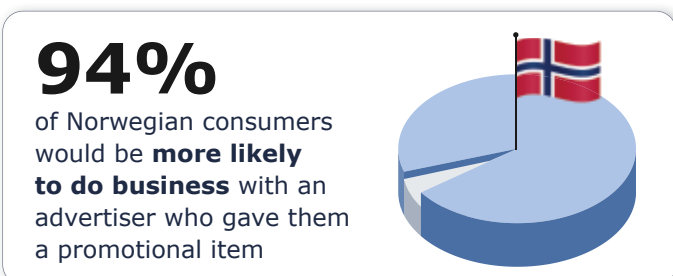
Only country with Housewares/Tools in top 5 products



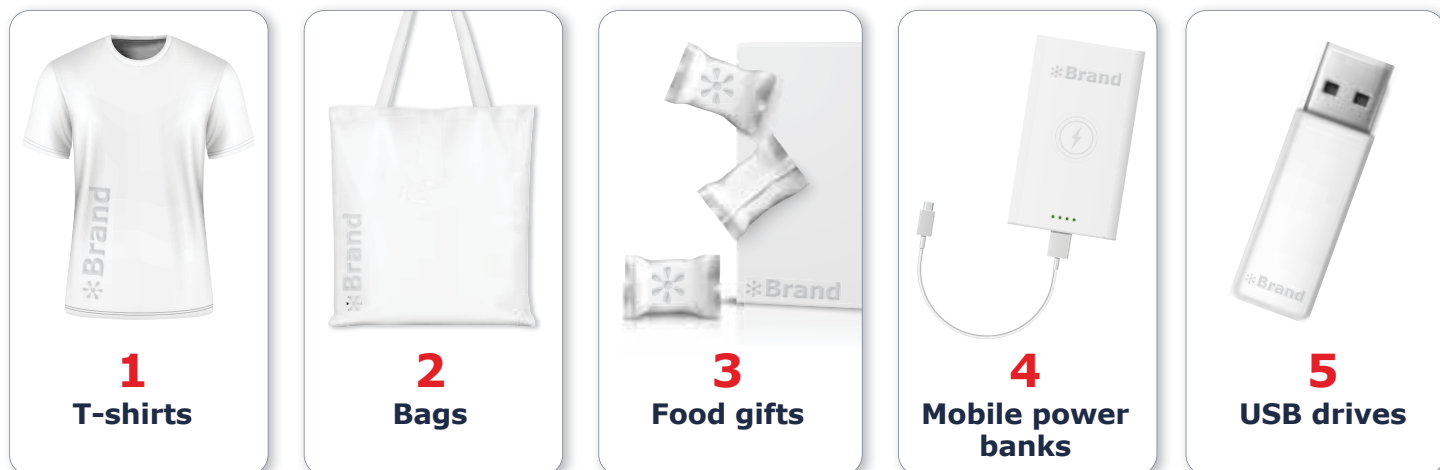
If Norwegian consumers received a promotional item, why would they keep it?



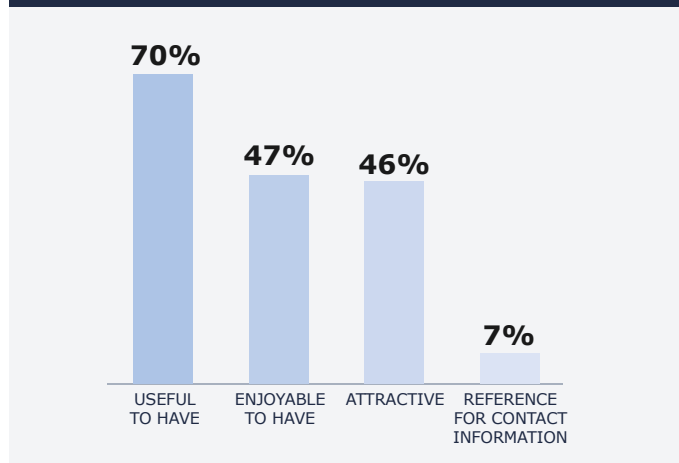
Percentage of consumers who view advertisers more favorably when promo is



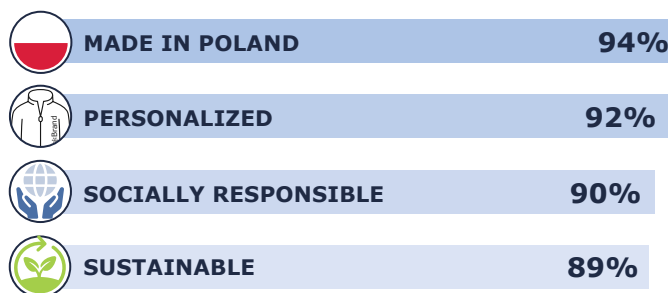
Top 5 products Polish consumers would be excited to receive



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



Percentage of consumers who view advertisers more favorably when promo is



86% of Polish consumers view promotional products **more positively than other forms of advertising**

93% of Polish consumers would be **more likely to do business** with an advertiser who gave them a promotional item

96% of Polish consumers would have a **more favorable impression** of an advertiser after receiving a promotional item

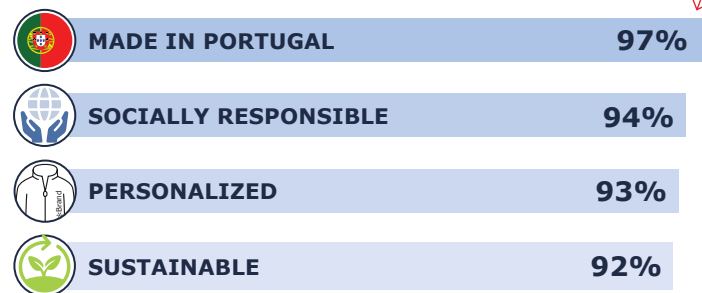
Top 5 products Portuguese consumers would be excited to receive



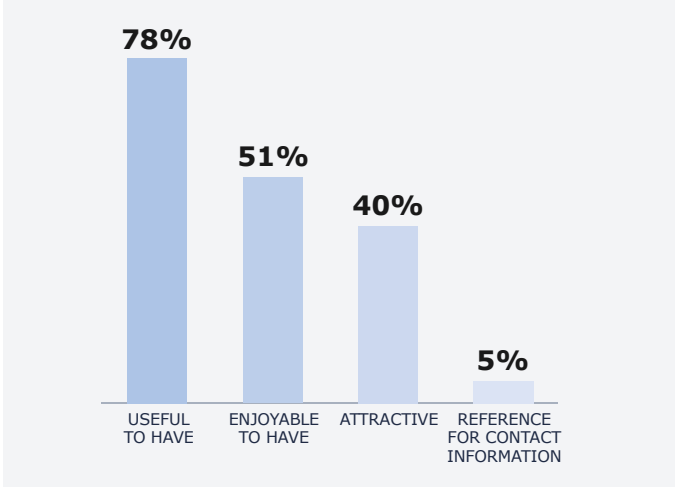
97%
of Portuguese consumers would have a **more favorable impression** of an advertiser after receiving a **promotional item**

more than other countries

Percentage of consumers who view advertisers more favorably when promo is



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



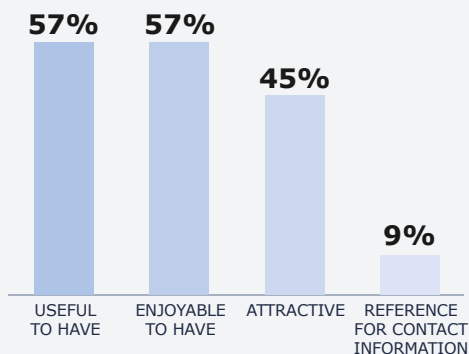
93% of Portuguese consumers view promotional products **more positively than other forms of advertising**

92% of Portuguese consumers would be **more likely to do business** with an advertiser who gave them a promotional item

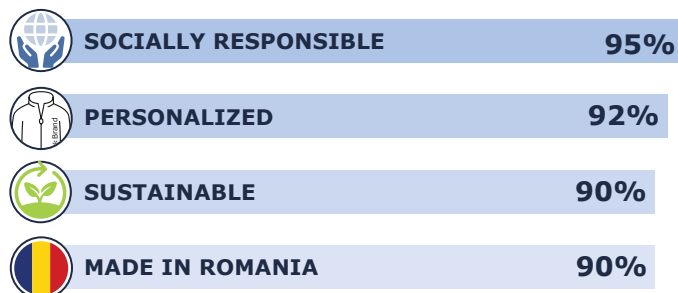
Top 5 products Romanian consumers would be excited to receive



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



Percentage of consumers who view advertisers more favorably when promo is



84% of Romanian consumers view promotional products **more positively** than other forms of advertising

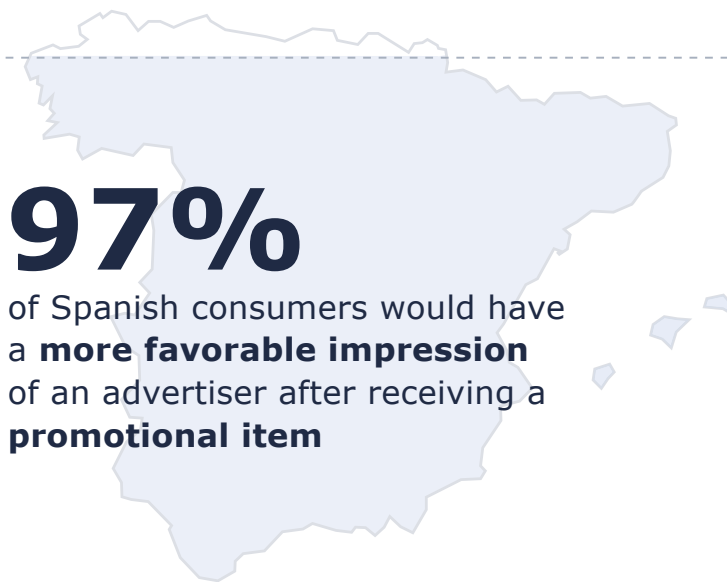
96% of Romanian consumers would be **more likely to do business** with an advertiser who gave them a promotional item

98% of Romanian consumers would have a **more favorable impression** of an advertiser after receiving a promotional item

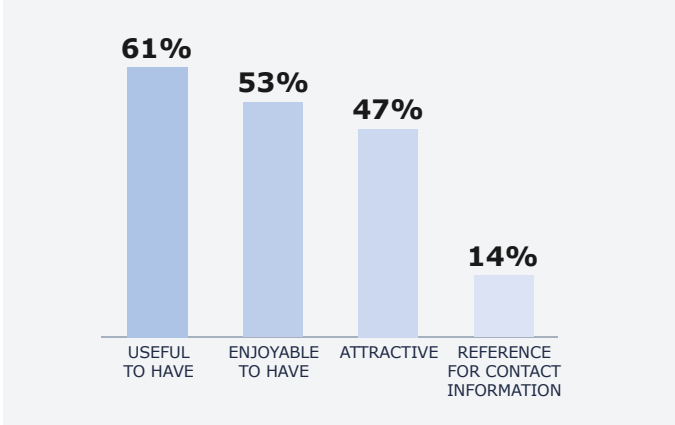
Top 5 products Spanish consumers would be excited to receive



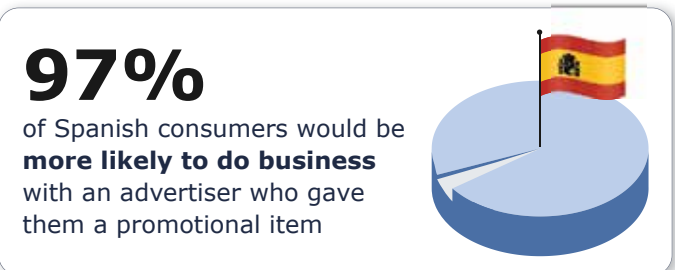
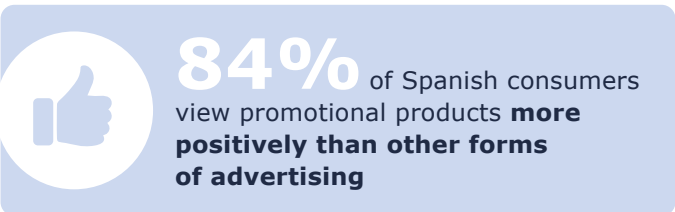
Only country with Calendars in the top 5



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



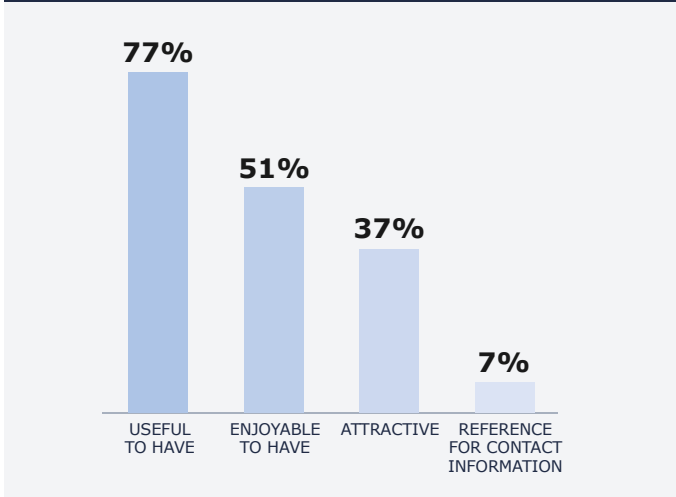
Percentage of consumers who view advertisers more favorably when promo is



Top 5 products Swedish consumers would be excited to receive



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



Percentage of consumers who view advertisers more favorably when promo is



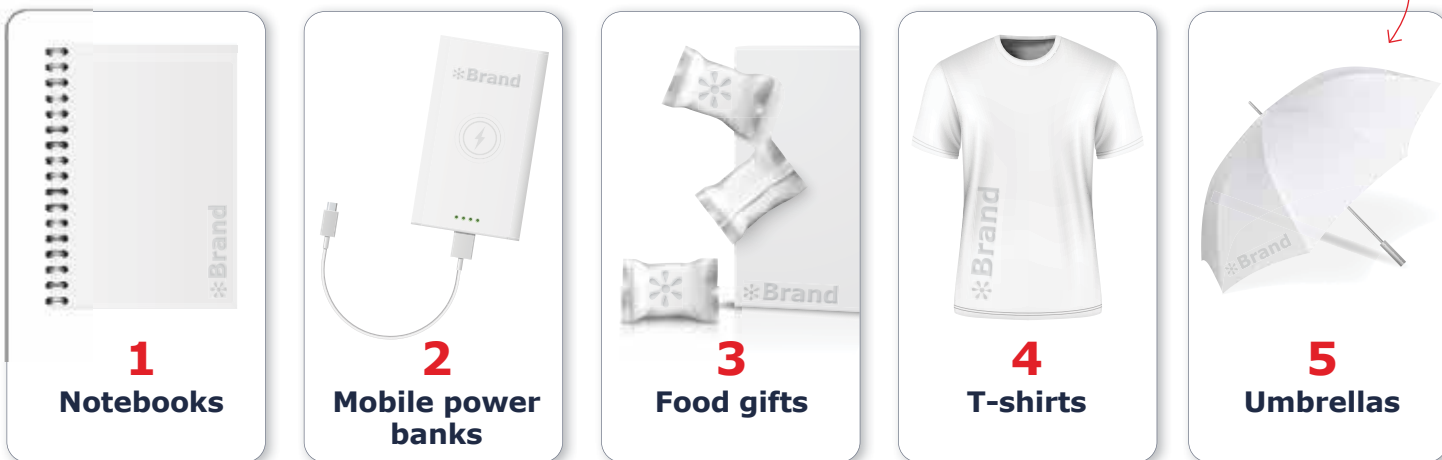
84% of Swedish consumers view promotional products **more positively than other forms of advertising**

88% of Swedish consumers would be **more likely to do business** with an advertiser who gave them a promotional item

95% of Swedish consumers would have a **more favorable impression** of an advertiser after receiving a promotional item

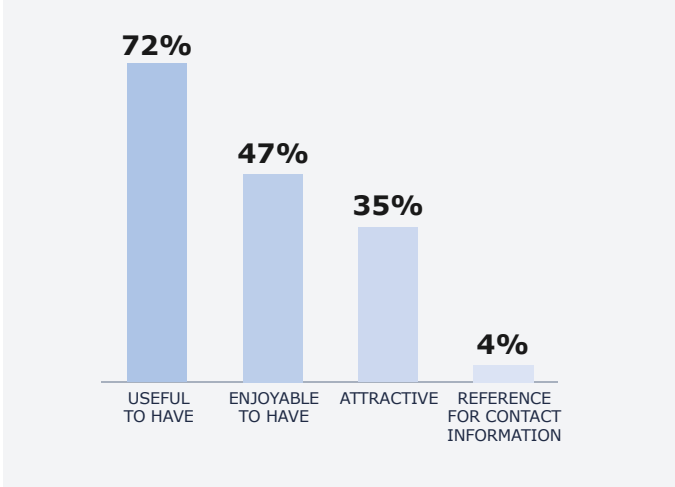
Top 5 products Swiss consumers would be excited to receive

Only country with **Umbrellas** in the top 5



91% of Swiss consumers would have a **more favorable impression** of an advertiser after receiving a promotional item

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



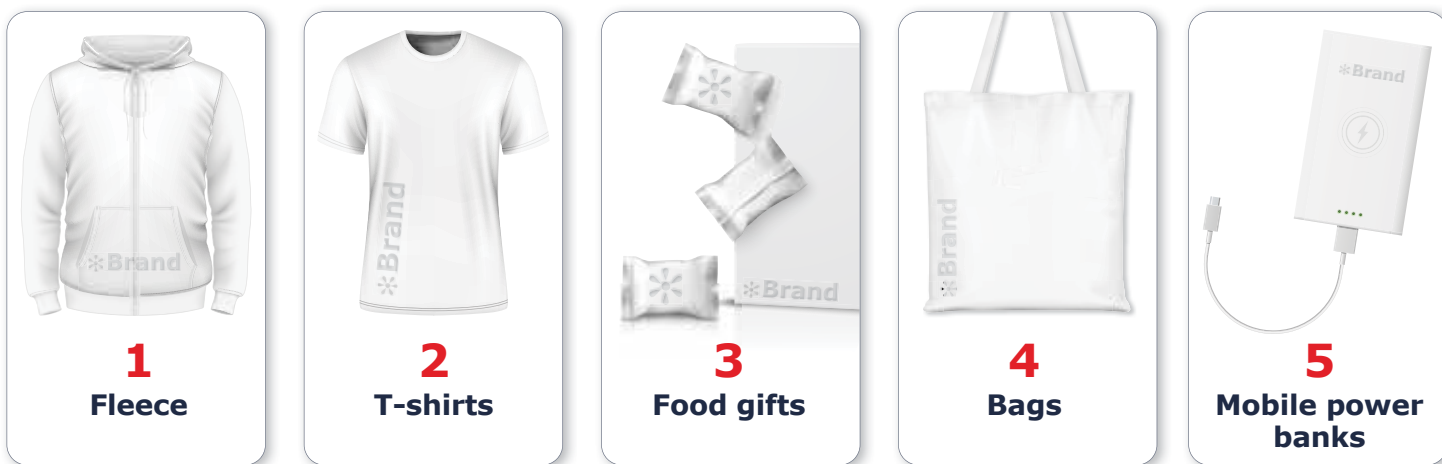
72% of Swiss consumers view promotional products **more positively than other forms of advertising**

88% of Swiss consumers would be **more likely to do business** with an advertiser who gave them a promotional item

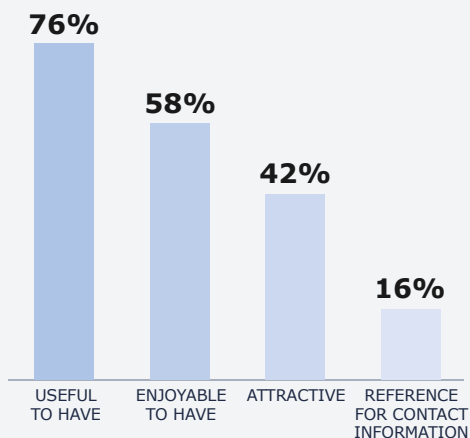
Percentage of consumers who view advertisers more favorably when promo is



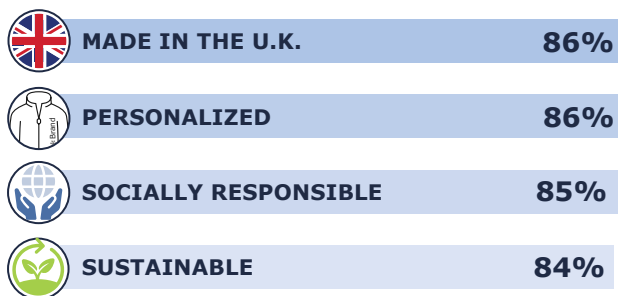
Top 5 products consumers in the U.K. would be excited to receive




If consumers in the U.K. received a promotional item, why would they keep it?

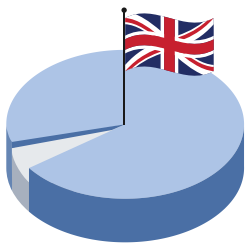


Percentage of consumers who view advertisers more favorably when promo is



 **78%** of consumers in the U.K. view promotional products **more positively than other forms of advertising**

93% of consumers in the U.K. would be **more likely to do business** with an advertiser who gave them a promotional item



97% of consumers in the U.K. would have a **more favorable impression** of an advertiser after receiving a **promotional item**

