

Top Markets & Trending Products



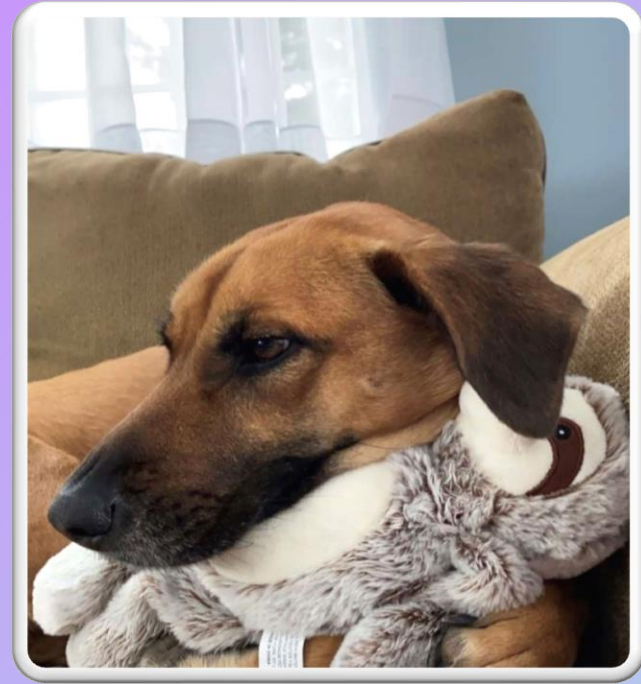
Joan Miracle
Executive Director
Advertising Specialty Institute

Jackie Chaszczewicz
Senior Marketing Manager
Advertising Specialty Institute

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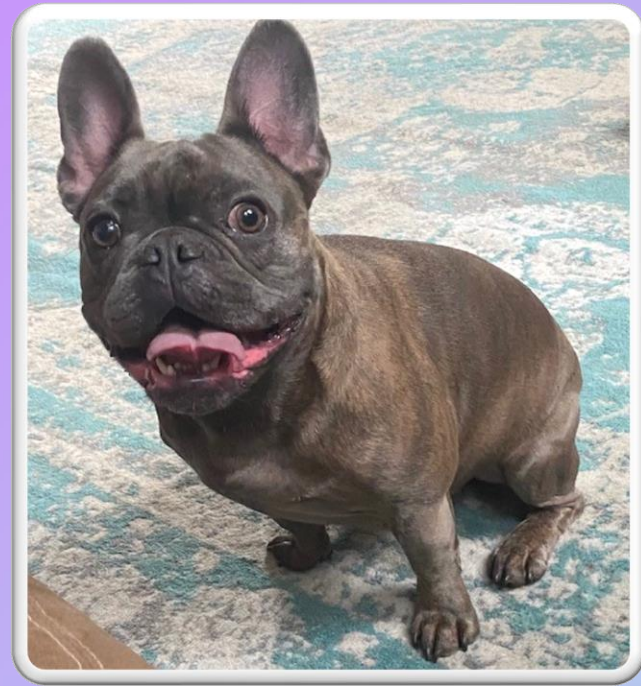
Joan Miracle
Executive Director
ASI



Josie
Director of Snuggles



Jackie Chaszczewicz
Senior Marketing Manager
ASI



Benny
Tik Tok Influencer

**Take a pic with
your phone**

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[go.asicentral.com
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**Commit to
memory/
Hope for the
best**

Agenda

- 1 Industry Sales Update
- 2 Top Markets and Product Ideas
- 3 Trending Products
- 4 Marketing Tips
- 5 Additional Resources
- 6 Questions

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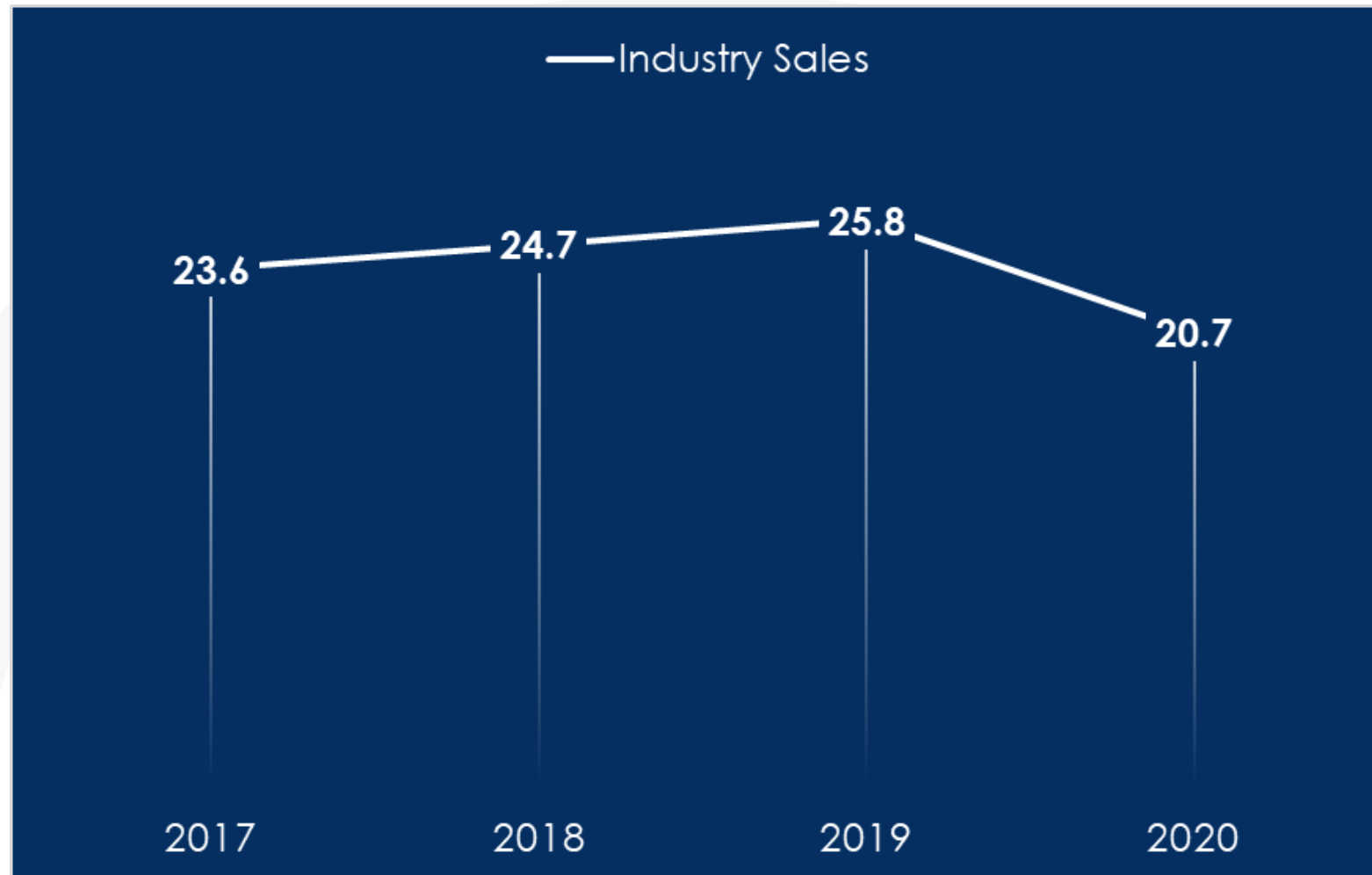
Industry Sales Update

For a full download of the latest
research, visit

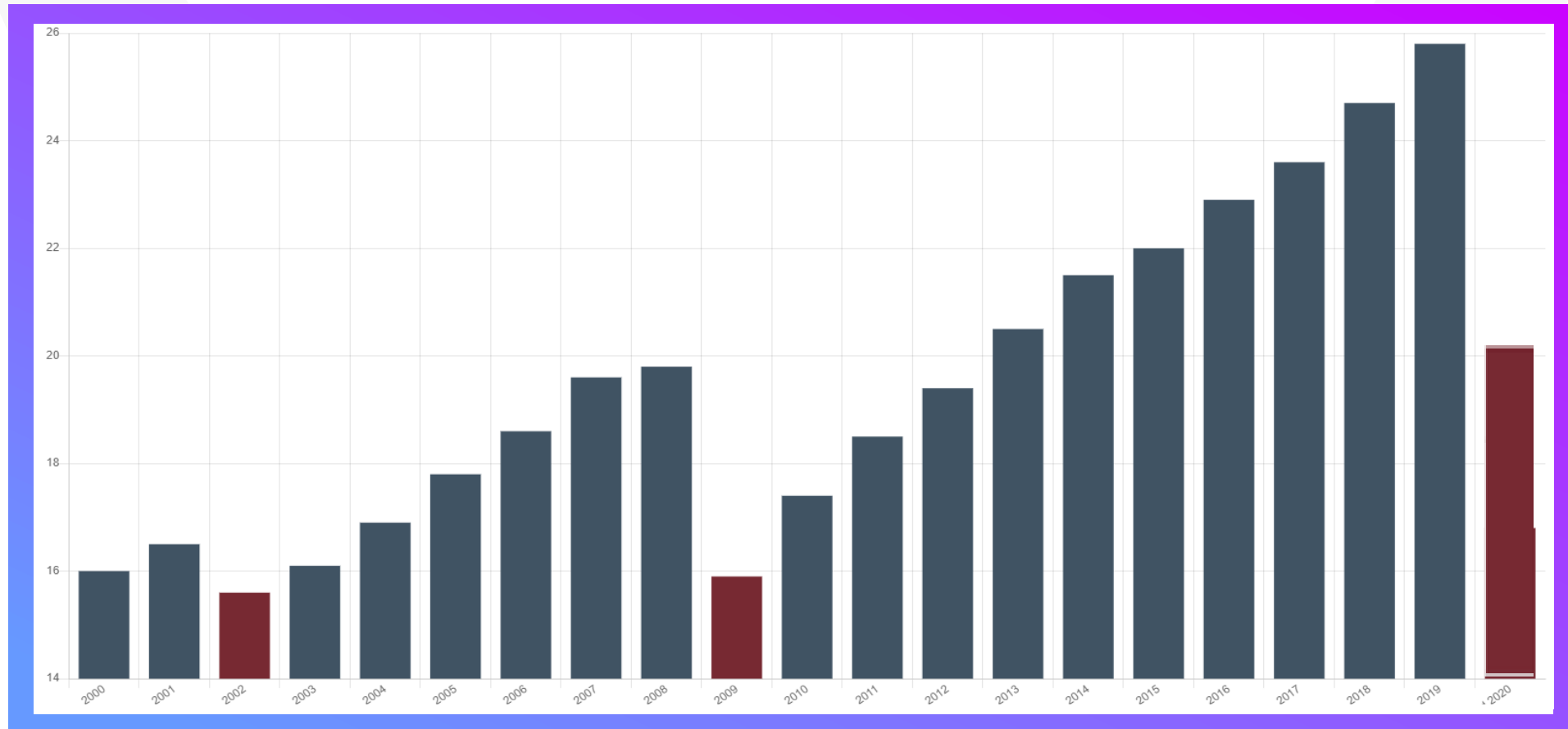
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Industry Sales



Industry Sales

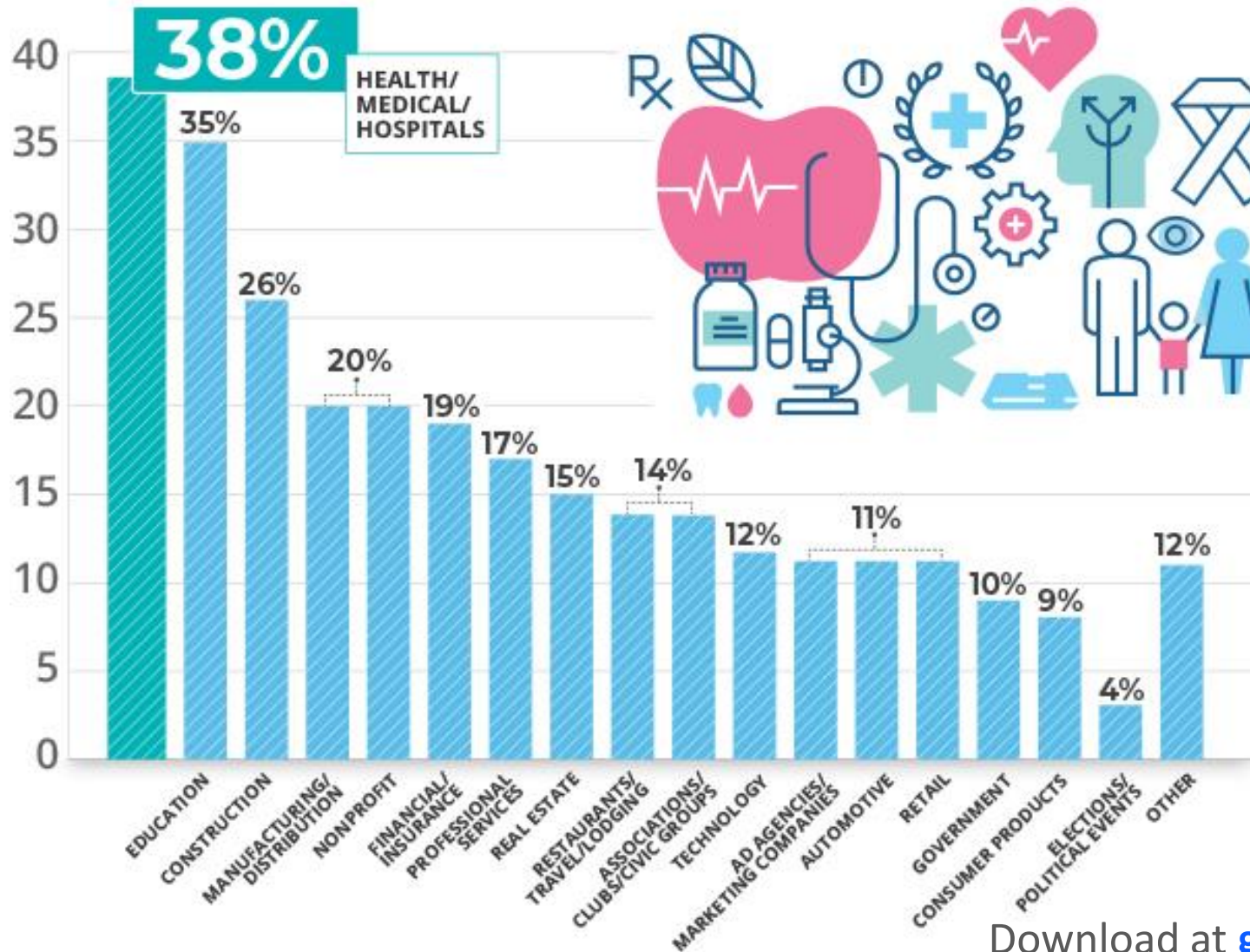


Industry Sales

Promo Industry Sales Revenue by Quarter
(Percentage Change Year-Over-Year)



Market Sales





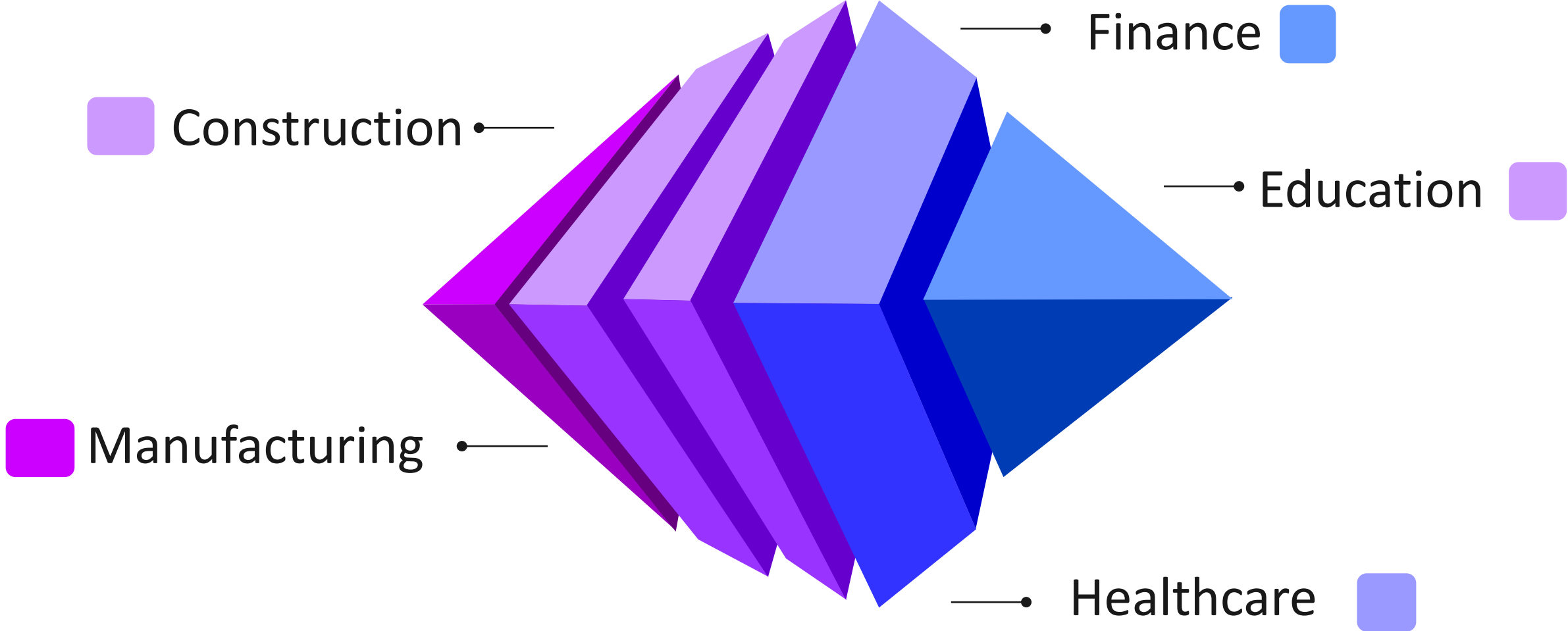
Top Markets and Product Ideas

For a full download of the latest
research, visit

go.asicentral.com/SOI-2021

Download at go.asicentral.com/markets

Top Leading Industries



Construction Buyers

- Home Builders
- General Contractors
- Corporate Builders



Industry Profile:
Construction

Targeting Construction



SAFETY AND HEALTH PROGRAMS

- Certificates
- Awards
- Corporate gifts



CUSTOMER APPRECIATION

- Food promos like chocolates
- Branded blankets
- Kitchen essentials



APPAREL AND HEADWEAR

- New hire t-shirts
- Logoed headwear



SALES INCENTIVES

- High end promo
- TVs, watches, iPads



Member Tips

- Reach out in off season
- Best value, lowest price and quick turnaround
- They love centralized purchasing
- Think long term with these clients

Download at go.asicentral.com/markets

Finance

Buyers

- Banks
- Credit Unions
- Mortgage Lenders
- Private Equity Firms
- Insurance Firms
- Financial Planners



Industry Profile:
Finance

Targeting Finance

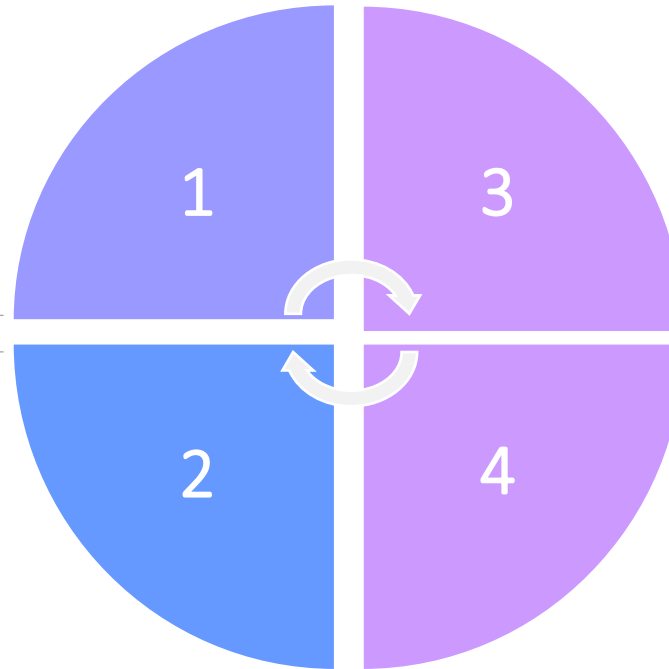
Product Ideas

Tradeshow Giveaways

- Stress Balls
- Mini Piggy Banks
- Calendars
- Classic Cotton Tees

Client Gifts

- Food Baskets
- Golf Ball Sets
- Branded Thank You Cards
- Performance Apparel + Polos



Self-promos

- Lollipops
- Credit Card Mints
- Cell Phone Wallets
- Drinkware
- Writing Instruments

Office Needs

- Self-inking Date Stamp
- Business Cards
- Printer Labels
- Magnets
- Counter Mats

Member Tip: Case Study

Who

Axis
Promotions,
ASI member

What

Ballpoint
Pen/Stylus/
LED Light

How

Pitched
multi-
functional
promo

Manufacturing Buyers

- Toy
- Auto
- Food
- Electronics
- Wholesalers



Industry Profile:
Manufacturing

Download at go.asicentral.com/markets

Targeting Manufacturing

Uniforms

Industrial Shirts and Pants
High Visibility Clothing
Jackets, Hats, Gloves
Corporate Office Apparel

Incentives

Performance Apparel
Trophies and Awards
Corporate Gifts
Branded Jackets and
Headwear

PPE

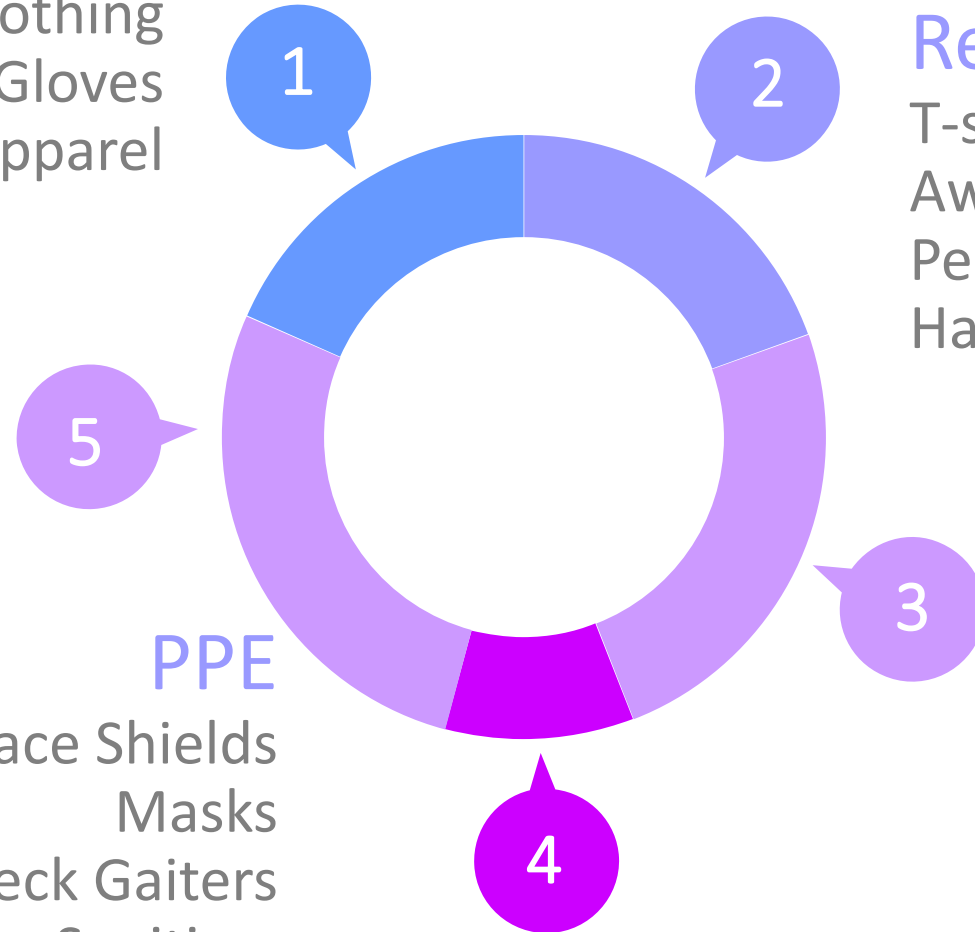
Face Shields
Masks
Neck Gaiters
Sanitizer
Signs

Recruitment

T-shirts
Awareness Bracelets
Pencils
Hats

Point-of-purchase Displays

Counter Mats
Front Door Mats
Feather Flags
Counter Brochures

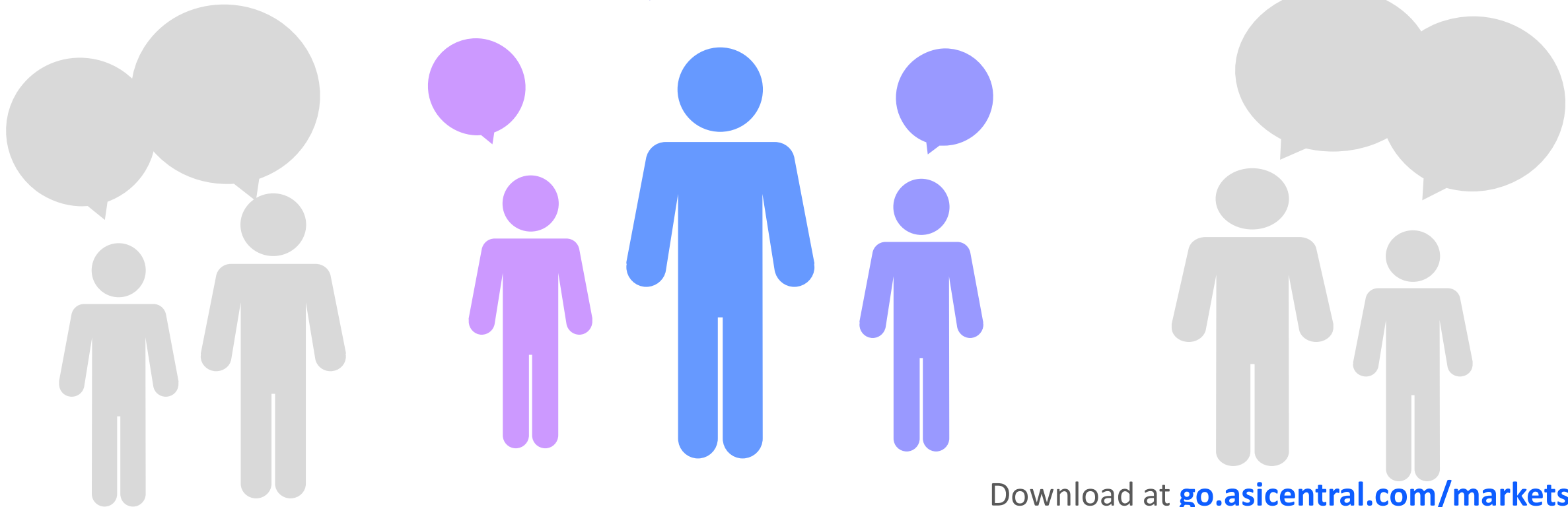


Important to

Note

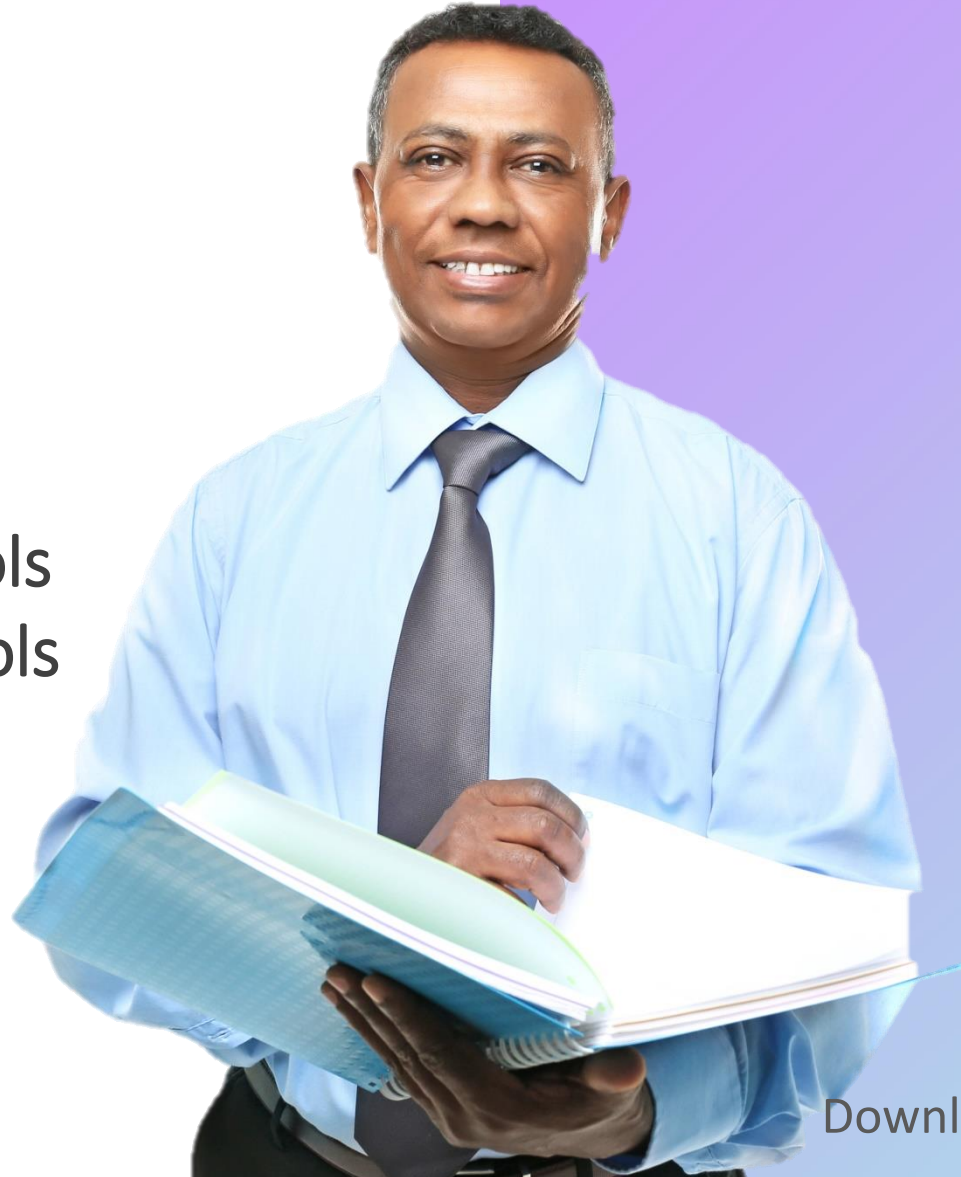
“Once you have a contact within the organization, such as a safety manager, you can ask for referrals to other departments such as human resources.”

– ASI Distributor



Education Buyers

- Colleges
- Universities
- Private Schools
- Public High Schools
- Elementary Schools



Industry Profile:
Education

Targeting Education

APPAREL

- Sweatshirts
- T-shirts
- Hats

AWARDS

- Paper certificates with seals
- Plaques

OFFICE SUPPLIES

- Writing instruments
- Notebooks

SPORTS

- Spirit items, pom poms, rally towels
- Uniforms, water bottles



Member Case Study

Who

NY-based
A&P Master
Images, ASI
member

What

Graphic
design,
apparel, and
more

How

Start with 1
dept. and
keep
networking

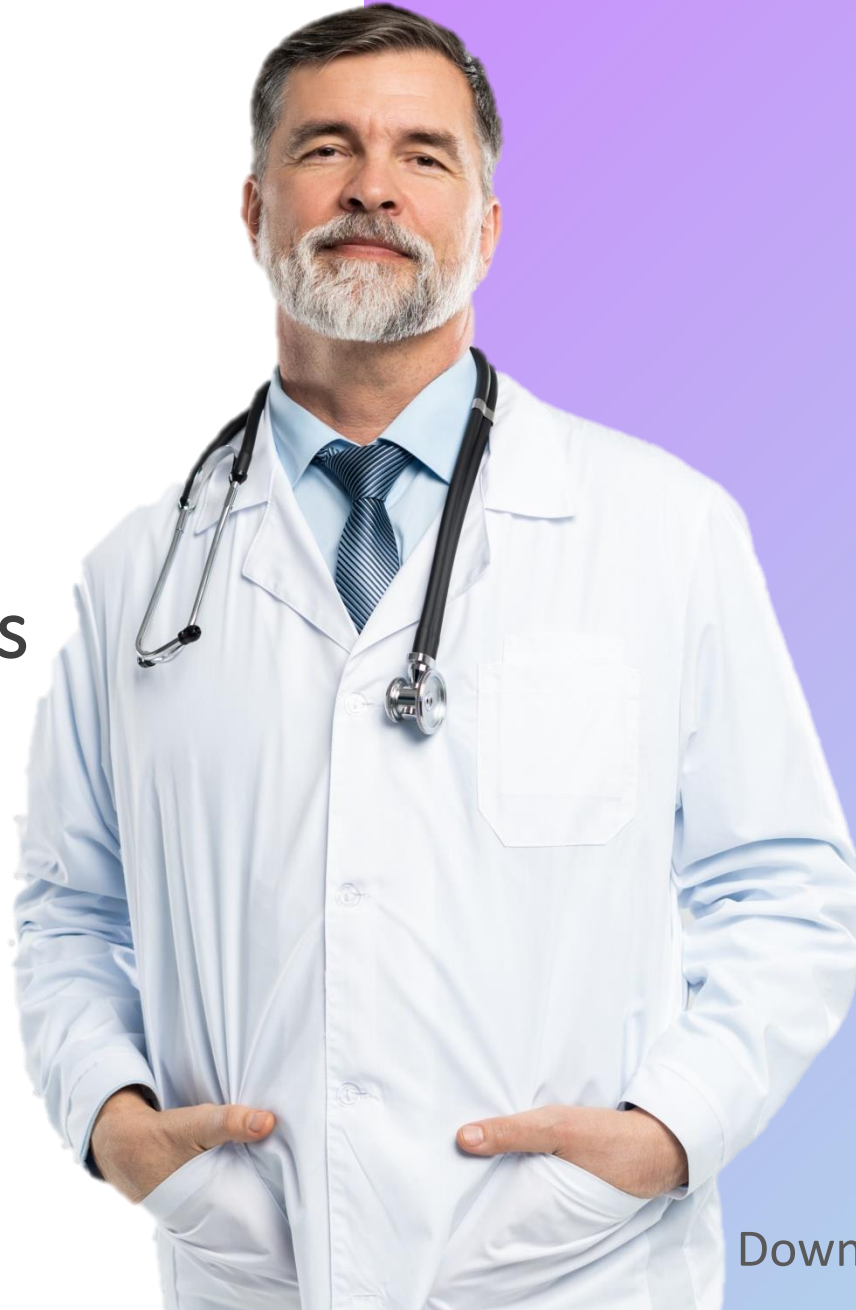


Need to Know

- Think outside the box
- Consider brochures and pamphlets
- Use empathy
- Be conscious of budget cuts

Healthcare Buyers

- Hospitals
- Nursing Homes
- Physical Therapists
- Dentists
- Pharmacies



Industry Profile:
Healthcare

Download at go.asicentral.com/markets

Targeting Healthcare

Nursing Homes

- Mini Pill Cutter
- Hot and Cold Pack
- Tote Bag
- Pens
- PPE

Pharmacies

- Business Card Holder
- Prescription Bags
- Calendars
- Drinkware

Dentists

- Toothbrush
- Floss
- Stickers
- Dental Care Travel Kit

Physical Therapists

- Hot and Cold Pack
- Massage Ball
- Back Brace
- Stress Reliever



Member Case Study

Who

FL-based
Distributor,
ASI member

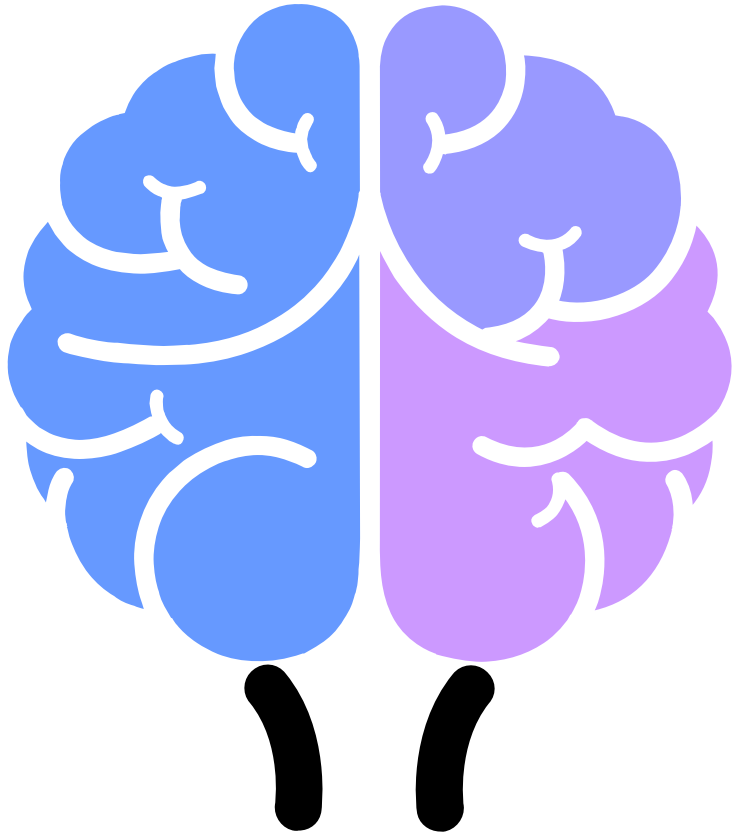
What

Clipboards,
floor mats,
wall
decorations

How

Showed the
importance
of brand
consistency

Keep in Mind



“You have to go day by day when it comes to the healthcare market . You never know what legislation is going to do. You need to be aware of what’s going on that can affect your clients and then be proactive in helping them solve any problems.”

- ASI Top 40 Distributor



Trending Products

For a full list of the top 100 products, visit

**[asicentral.com](https://www.asicentral.com) and search
Top 100**

Download at go.asicentral.com/markets

Products

Top 100

RANK	PRODUCT	RANK	PRODUCT	RANK	PRODUCT	RANK	PRODUCT	RANK	PRODUCT
1	Pens	21	Yeti	41	Drawstring Bags	61	Mobile Accessories	81	Golf Towels
2	Tote Bags	22	Custom Products	42	Jackets	62	Self-Stick Note Pads	82	Wireless Speakers
3	Bags	23	Hand Sanitizers	43	Memo Pads	63	Bottle Openers	83	Baseball Caps
4	Caps/Hats	24	Golf Balls	44	Stainless Tumbler	64	Mouse Pads	84	Beverage Holders
5	Water Bottles	25	Notebooks	45	Boxes	65	Coffee Mugs/Steins	85	Leather
6	Tumblers	26	Signs/Displays	46	Performance Apparel	66	Lip Balm	86	Laptop Sleeves/Cases
7	Mugs/Steins	27	Journals	47	Drinking Glasses	67	Socks	87	Sunscreen
8	Coolers	28	Umbrellas	48	Wood	68	Stickers	88	Plastic Bags
9	Masks	29	Coaster Sets	49	Ballpoint Pens/Stylus	69	Power Banks	89	Phone Accessories
10	Backpacks	30	Awards	50	Blankets	70	Stress Balls	90	Flashlights
11	Keychains	31	Towels	51	Shirts	71	Fans	91	Games
12	Koozie	32	Golf Polo Shirts	52	Magnets	72	Banners	92	Aussie Hats
13	Bottles	33	Wine Glasses	53	Pouches	73	Drawstring Backpacks	93	Pet Items
14	T-Shirts	34	Kits	54	Sport Bottles	74	Fanny Packs	94	Travel
15	Beverage Sleeves	35	USB Flash Drives	55	Stress Relievers	75	Gifts	95	Non-Woven Apparel
16	Sunglasses	36	Ceramic Mugs/Steins	56	Tents	76	Cooling Towels	96	Bandannas
17	Golf	37	Full-Color	57	Canvas Tote Bags	77	Golf Tees	97	Chairs
18	Beach Towels	38	Flags	58	Frisbees	78	Metal	98	Padfolios
19	Lanyards	39	Tablecloth Sets	59	Promotional	79	Lapel Pins	99	Luggage Tags
20	Cups	40	Travel Mugs/Cups	60	Stadium Cups	80	Plastic Cups	100	Folding Seats

Download at go.asicentral.com/markets

Trending Products: Apparel

- Sustainable pieces made with algae ink or biodegradable tees
- Nostalgic favorites like vintage tees or logoed graphic tees
- Transitional pieces like elevated yoga pants, stylish joggers and quarter zip jackets
- Denim jackets

Largest Increases Among Top 100 ESP Search Terms – November '21 (Month over Month)



Trending Products: **Business Needs**

- Kitting needs
 - New hire essentials
 - Work from home basics
 - New Year essentials
 - Teacher appreciation
- Promo incentives to welcome employees back to the office
 - Premium earbuds
 - Comfort essentials - blanket, seat cushion
 - Giveaways
- Traditional office needs for back to office employees

2021 Top Product: Food Kits

- Food gifts are universal
- Appeals to a key human need: to eat.
- End-buyers don't have to juggle different sizes and styles or differing preferences in hard goods.
- Shows appreciation and gratitude to the recipient, which has been sorely needed these past two years.





Marketing & Sales Tips

Download at go.asicentral.com/markets

Tip #1

Stay Ahead of Challenges



Challenges



COVID
VARIANTS



SUPPLY
CHAIN

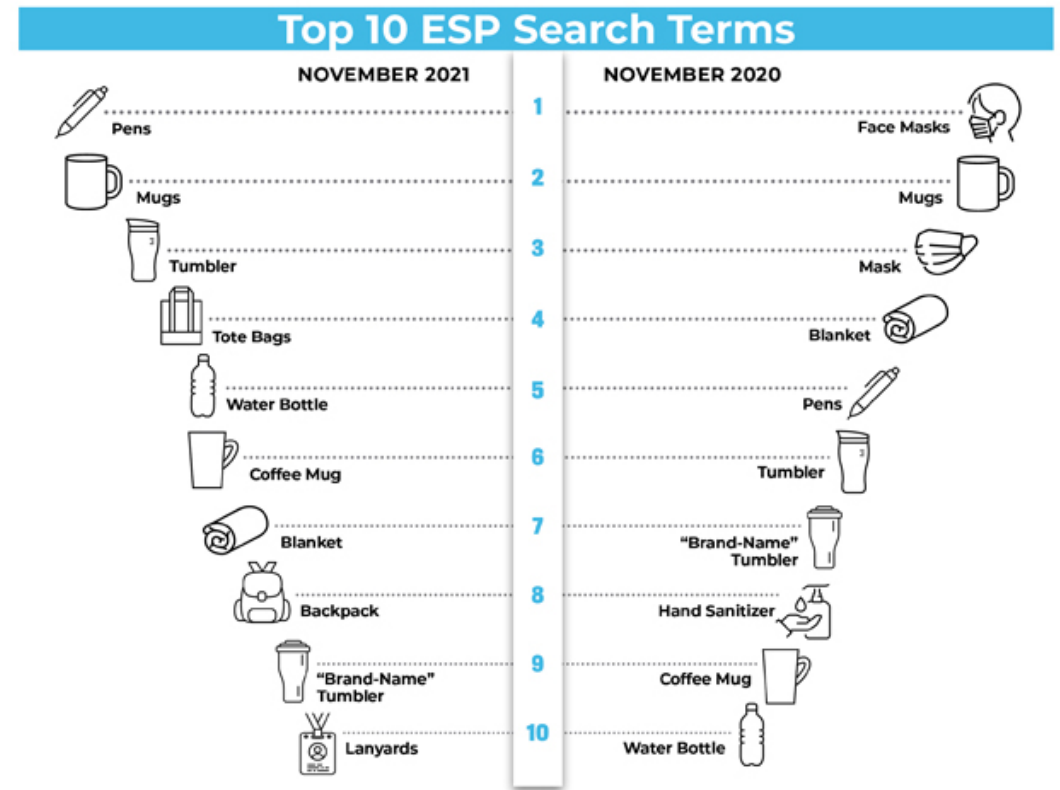


LABOR
SHORTAGES

Covid Variants

TIPS

- Keep an eye on the top 100 searches in ESP report
- Check your local news or visit [ASICentral.com/news](https://www.asicentral.com/news) for the latest coverage
- Keep an ear out for local and state mandates on PPE requirements



Supply Chain

TIPS

- Understand what's happening and communicate with clients
 - Infographic: go.asicentral.com/SC_Infographic
 - go.asicentral.com/LS_Infographic
 - Customer Email Template: go.asicentral.com/SupplyChainTemplate
- Visit ASICentral.com/news for the latest coverage
- Rely on ESP Search filters like Rush service, Live Inventory, Supplier Search and Email Marketing
- Get creative and be proactive - how can companies use promo to solve their labor shortages?
 - Onboarding incentives and new employee welcome kits
 - Direct mail promos
 - Job fairs



Tip #2 Set Goals



S

SPECIFIC

Get down to the nitty gritty

M

MEASUREABLE

Celebrate when you hit them

A

ATTAINABLE

Set yourself up for success

R

RELEVANT

Set goals that matter

T

TIME BOUND

Add a timeline

IFFY GOAL

I want to grow my business.

ROCKSTAR GOAL

In 2022, I'll grow my business by emailing intros to 3 schools in my area the first business day of the month and check it off the calendar when done.

TAP INTO NEW MARKETS

Once a month in 2022, I drop off samples to a local hotel in my area to tap into hospitality.

MORE REFERRALS

After each sale, I will email a thank you note to customers and ask for any referrals.

BUILD SOCIAL MEDIA PRESENCE

I will post 1 new product on Instagram every Thursday in Q1.

INCREASE REVENUE

In order to increase sales by \$10k, I will gain 2 new clients through weekly outreach and networking.

GROW YOUR NETWORK

I will attend the ASI Show Orlando and get 10 new business cards.

Tip #3 Consider Product Set Strategies



- Be prepared for all budgets with product set strategies
 - Budget-friendly price
 - Mid-level price
 - Bees Knees level price

Download our planning guide and calendar

Go.asicentral.com/
2022PlanningGuide

Tip #4
Plan Who to
Target and
When

MARKETING BUSINESS PLAN

Follow this roadmap to plan ahead and strategically build your business.



MARKETING
Print or save this calendar and use it to plan out your marketing, including social media posts, email marketing campaigns, holidays, trade show events and more.

January 2022 S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 National Marketing Month	February 2022 S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 Black History Month
March 2022 S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 Women's History Month	April 2022 S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 Asian Acceptance Month
May 2022 S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 Mental Health Awareness Month	June 2022 S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 LGBTQA Pride Month
July 2022 S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 National Culinary Arts Month	August 2022 S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 National Wellness Month
September 2022 S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 National Library Month	October 2022 S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 Breast Cancer Awareness Month
November 2022 S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 Diabetes Awareness Month	December 2022 S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 HIV/AIDS Awareness Month

2022 CALENDAR OF EVENTS January 2022 1 New Year's Day 17 Martin Luther King Jr. Day February 2022 2 Groundhog Day 14 Valentine's Day 21 Presidents' Day March 2022 17 St. Patrick's Day April 2022 2 Start of Ramadan 15 Tin Day 27 Administrative Professionals Day May 2022 5 Cinco de Mayo 8 Mother's Day 21 Armed Forces Day 30 Memorial Day June 2022 14 Flag Day 19 Father's Day July 2022 1 Canada Day 4 Independence Day 24 Parents' Day August 2022 19 National Aviation Day September 2022 5 Labor Day 11 Grand Day October 2022 3 Child Health Day 9 Start of Fire Prevention Week 10 Indigenous Peoples' Day 16 Boy's Day November 2022 11 Veterans Day 24 Thanksgiving 25 Black Friday 28 Cyber Monday December 2021 18 First Day of Hanukkah 21 Shortest Day of the Year 25 Christmas Day 26 First day of Kwanzaa

Download at go.asicentral.com/markets

Map Out When You'll Target Who



JANUARY

Focus on health and wellness products



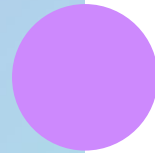
MARCH

Start reaching out about summer promos



JUNE

Think about non-profits and EOY fundraising



JULY

Back to school planning starts



OCTOBER

End of year awards and promos



NOVEMBER

Last minute EOY spending and 2023 planning

ESP PRESENTATION IDEAS

JANUARY

Focus on health and wellness products



- Top 7 Trending Wellness Products
- 6 Ideas for Employee Health Products

MARCH

Start reaching out about summer promos



- Must-have Essential Summer Apparel
- 4 Products to Keep Customers Cool

JULY

Back to school planning starts



- Top 5 Teacher Appreciation Gifts
- E-ssential E-learning Promo Ideas

NOVEMBER

Last minute EOY spending and 2023 planning



- 6 Evergreen Promo Basics
- 7 Worth-it Splurge Promos



Keep it
Simple



- People buy from people
- Consistency is key
- Don't strive for perfection



People Buy From People

People Buy From People

- Show yourself in photos on social media
- Share why you love promo in your elevator pitches
- Showcase your fav products and why in email marketing
- Take time to share stories on pitch calls



Be Consistent

Be Consistent

- Post consistently
 - Behind the scenes
 - About me
 - My why
 - Benefits of products/services
 - Trending products
- Engage consistently
 - Comment and like prospects photos
 - Start real conversations

Fitting It All In



DON'T BE PERFECT,
BE CONSISTENT

Do small, consistent
marketing when you have
time

Download at go.asicentral.com/markets



Additional Resources

Download at go.asicentral.com/markets

ASI Research

GLOBAL AD IMPRESSIONS STUDY
2019 EDITION

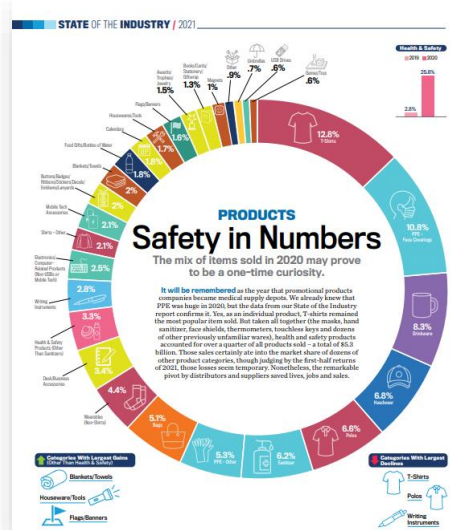
Demonstrating the value and effectiveness of promotional products to consumers

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

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Global Ad Impressions Study

go.asicentral.com/2020GAISudy



State of the Industry

go.asicentral.com/SOI-2021

LATEST

Proforma Launches ProGlobal Network
The program aims to enhance worldwide opportunities for the Top 40 distributor's network of affiliate distributors.

Tariffs And The Promo Products Industry
A trade war between the U.S., China and others continues to escalate, as each side targets nations with more tariffs on imported goods. Below is...

2019 Promo Item Of The Year: Reusable Straws
Whether they're stainless steel or silicone, the year's hottest product trend on land has its roots deep in the sea.

Reports: Trump Could Rollback China Tariffs
It's possible that levies that affect some items the promo products industry sells could be lifted, sources have indicated.

ASI News

asicentral.com/news

THE IMPRINT

Welcome to The Imprint, where distributors like you will find everything you need to leave a lasting imprint on your customers and prospects. Read on to get insight from our promo experts: Abby, Jackie, and Lindsey. We chat about all things promo: hot products, decoration techniques, sales strategies, marketing plans and more!

LATEST SALES MARKETING PROMO IDEAS

Pantone Colors
CHECK OUT THE COLORS OF THE YEAR.

03/10/21

PANTONE 600

PROMO IDEAS
Pantone Colors Of The Year Evoke Steadiness & Optimism

The Imprint
LEARN WHAT TYPE OF CONTENT YOU'LL FIND HERE AND MEET YOUR WRITERS!

03/10/21

welcome

PROMO IDEAS
Welcome To The Imprint!

The Imprint

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SLIDES

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CONTACT US

distmarketing@asicentral.com



Thank you