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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INTRODUCTION

The ASI Ad Impressions study gives ASI members powerful data proving that **promotional products are the most high-impact, cost-effective advertising medium around for their clients.** The findings in this study are based on thousands of in-person and online surveys taken by consumers in the U.S., Canada, Mexico and parts of Europe. This survey answers questions about promotional products’ reach, consumers’ perceptions of them and how branded products influence buying decisions and products’ impact on consumer opinions of the advertiser.

ASI Market Research undertakes this important study to show the power of promotional products among consumers on a global scale, and their affordable cost-per-impression as compared to other forms of advertising.

It’s hoped that the data and infographics in the study will raise awareness among members of the public of the value and power of promotional products, and will be used by our members, in their presentations to clients, in order to demonstrate the impact of promotional products on branding and advertising strategies.
U.S. consumers were asked which promotional products they currently owned. Promotional items are defined as items that have an advertiser’s logo and/or message on them. They are usually given away free by companies to consumers.

As the graphic below reveals promotional pens and drinkware are widely owned by consumers across the United States. Nearly 9 in 10 consumers report owning each. In fact, most categories of promotional products are owned by more than half of consumers!
CATEGORY SPOTLIGHT

WRITING INSTRUMENTS

89% of consumers own promotional writing instruments

A pen that costs $1 will have a CPI of less than 1/10 of a cent per impression!

20% of consumers own more than 10 promo writing instruments

Promotional writing instruments are kept an average of 9 months

3,000 Number of impressions Promotional Writing Instruments generate throughout their lifetime

51% state that they would be more likely to do business with the advertiser that gave them the promo writing instrument

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73% of consumers own promotional Bags

Promotional bags are kept an average of 11 months

3,300 Number of impressions Promotional Bags generate throughout their lifetime

A bag that costs $5 will have a CPI of under 2/10 of a cent per impression!

50% of consumers are more likely to do business with the advertiser that gave them the promo bag

84% of baby boomers report owning a promotional bag
80% of consumers own promotional T-Shirts

63% of consumers keep their promo T-shirts for over a year, with 47% keeping them for 2 years and longer

3,400 Number of impressions Promotional T-Shirts generate throughout their lifetime

A T-Shirt that costs $7 will have a CPI of only 2/10 of a cent per impression!

Promo T-Shirts are kept an average of 14 months

Millennials report owning 5 promo T-shirts
69% of consumers own promotional headwear.

One third of men wear their promo hat weekly or more often.

Promo headwear is kept an average of 10 months.

A hat that costs $10 will have a CPI of only 3/10 of a cent per impression!

3,400 Number of impressions promotional headwear generates throughout their lifetime.

63% of consumers keep their promo hats because they are attractive.

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52% of promo calendars are kept 1 year or more

850
Number of impressions Promotional calendars generate over their lifetime

62% of consumers own promotional Calendars

A promo calendar that costs $3 will have a CPI of only 3/10 of a cent per impression!

More women (37%) than men (20%) consult their promo calendars on a daily basis

31% of Millennials and Gen X’ers use their promo calendars on a daily basis

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Nearly half (47%) would give away the promo USB drive if they didn’t want it.

43% of consumers keep a promo USB drive for 2 years or longer.

58% of consumers own promotional USBs.

Promotional USBs generate 700 impressions over their lifetime.

On average, promo USBs are kept 13 months.

A promo USB that costs $5 will have a CPI of only 7/10 of a cent per impression!
64% of consumers own promotional Desk Accessories

67% of millennials have a more favorable opinion of an advertiser who gave them the promo Desk Accessory

56% of consumers use promotional desk accessories weekly or more often

A promo Desk Accessory that costs $5 will have a CPI of 3/10 of a cent per impression!

1,450 Number of impressions Promotional Desk Accessories generate over their lifetime

On average, promo Desk Accessories are kept an average of 13 months
**CATEGORY SPOTLIGHT**

**DRINKWARE**

- **78%** of consumers own promotional Drinkware.
- **84%** of baby boomers own promotional Drinkware.
- **71%** of Gen X’ers are more likely to do business with the advertiser who gave them Promo Drinkware.
- **1,400** impressions.
  - Promotional Drinkware generates throughout its lifetime.
  - Promo Drinkware is kept an average of **12 months**.
  - Promo Drinkware that costs $7 will have a CPI of under **1/2 of a cent** per impression!

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Promo Umbrellas that costs $10 will have a CPI of under 1 cent per impression!

Promotional Umbrellas are kept an average of 14 months

45% of consumers own promotional Umbrellas

1,100 Number of impressions Promotional Umbrellas will generate over their lifetime

59% of Baby Boomers keep promotional umbrellas they receive for 2+ years

58% of consumers report that the quality of the umbrella is the number one reason they keep it
A Promo Jacket that costs $20 will have a CPI of only 3/10 of a cent per impression!

6,100 impressions Promotional outerwear will generate over their lifetime

70% of consumers keep their promo outerwear for a year or longer

42% of women wear their promo outerwear on a weekly basis

67% of consumers own promotional Outerwear

Promo Outerwear is kept an average of 16 months
A Promo Polo that costs $10 will have a CPI of only 4/10 of a cent per impression!

2,300

Number of impressions Promotional Polos will generate over their lifetime

Promotional Polos are kept an average of 13 months

65%

of consumers own promotional Polo Shirts

76%

of women report keeping their promo polos because they find them attractive

Gen Xers own 3 promo polos whereas millennials own only 1
On average, promo Power Banks are kept an average of 12 months.

Number of impressions Promotional Power Banks generate will generate over their lifetime 900.

A promo Power Bank that costs $10 will have a CPI of only 1 cent per impression!

33% of consumers own promotional Power Banks.

41% of consumers use a promo Power Bank once a week or more often.

40% of consumers keep a promo Power Bank for 2 years or longer.
In **TOTAL, 42%** have a more favorable opinion of an advertiser if the Promotional Product they received was **ENVIRONMENTALLY FRIENDLY**.

### GENDER

- **Female**: 49%
- **Male**: 40%

### AGES

- **18-24**: 58%
- **25-34**: 57%
- **35-44**: 43%
- **45-54**: 38%
- **55-64**: 39%
- **65+**: 36%

### URBAN DENSITY

- **Urban**: 43%
- **Suburban**: 43%
- **Rural**: 42%
In TOTAL 53% have a more favorable opinion of an advertiser if the promotional product was MADE IN THE USA.
STAYING POWER

Respondents were asked how long they keep a typical type of promotional item. Across all promotional products, the average was about one year. **Outerwear, umbrellas and T-shirts** stay around longest while **Calendars, Writing Instruments and Headwear** are kept the shortest amount of time.

### NUMBER OF MONTHS PROMOTIONAL ITEMS ARE KEPT

<table>
<thead>
<tr>
<th>Item</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outerwear</td>
<td>16</td>
</tr>
<tr>
<td>Umbrellas</td>
<td>14</td>
</tr>
<tr>
<td>T-shirts</td>
<td>14</td>
</tr>
<tr>
<td>USB Drives</td>
<td>13</td>
</tr>
<tr>
<td>Desk Accessories</td>
<td>13</td>
</tr>
<tr>
<td>Polo Shirts</td>
<td>13</td>
</tr>
<tr>
<td>Mobile Power Banks</td>
<td>12</td>
</tr>
<tr>
<td>Drinkware</td>
<td>12</td>
</tr>
<tr>
<td>Bags</td>
<td>11</td>
</tr>
<tr>
<td>Headwear</td>
<td>10</td>
</tr>
<tr>
<td>Writing Instruments</td>
<td>9</td>
</tr>
<tr>
<td>Calendars</td>
<td>8</td>
</tr>
</tbody>
</table>

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PROMO PRODUCTS MAKE AN IMPRESSION

For this section, the average number of impressions each promotional product receives was calculated. The number of impressions a product makes was derived from multiplying how long a recipient has the product by how many people they come in contact when using it by the frequency of its usage. In the U.S., outerwear generates the most impressions (6,100) of any item measured in the study. This is because outerwear is often worn in public places where it can be seen by many people. Other items that deliver a large number of impressions are headwear, T-shirts, bags and writing instruments.
PROMO PRODUCTS ARE PASSED ALONG

<table>
<thead>
<tr>
<th></th>
<th>Give the item to someone else</th>
<th>Throw it away</th>
<th>Keep it anyway</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Products</td>
<td>55%</td>
<td>23%</td>
<td>21%</td>
</tr>
<tr>
<td>Outerwear</td>
<td>68%</td>
<td>11%</td>
<td>21%</td>
</tr>
<tr>
<td>Polo Shirts</td>
<td>68%</td>
<td>17%</td>
<td>15%</td>
</tr>
<tr>
<td>T-shirts</td>
<td>65%</td>
<td>18%</td>
<td>18%</td>
</tr>
<tr>
<td>Bags</td>
<td>61%</td>
<td>22%</td>
<td>18%</td>
</tr>
<tr>
<td>Mobile Power Banks</td>
<td>60%</td>
<td>14%</td>
<td>26%</td>
</tr>
<tr>
<td>Headwear</td>
<td>58%</td>
<td>25%</td>
<td>17%</td>
</tr>
<tr>
<td>Drinkware</td>
<td>54%</td>
<td>25%</td>
<td>21%</td>
</tr>
<tr>
<td>Desk Accessories</td>
<td>53%</td>
<td>28%</td>
<td>19%</td>
</tr>
<tr>
<td>Umbrella</td>
<td>52%</td>
<td>21%</td>
<td>28%</td>
</tr>
<tr>
<td>USB Drives</td>
<td>47%</td>
<td>27%</td>
<td>27%</td>
</tr>
<tr>
<td>Writing Instruments</td>
<td>42%</td>
<td>25%</td>
<td>33%</td>
</tr>
<tr>
<td>Calendars</td>
<td>37%</td>
<td>48%</td>
<td>15%</td>
</tr>
</tbody>
</table>

Women are more likely than men to pass along products they don’t want. 62% 52%

Consumers in the Northeast are most likely to give away a Promo Product they don’t want. 61% 54% 53%
QUALITY AND UTILITY ARE WHY PEOPLE KEEP PROMO ITEMS

REASONS FOR KEEPING PRODUCTS

**ALL ITEMS: Quality 52% / Utility 48% / Attractiveness 36%**

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
<th>18-34</th>
<th>35-54</th>
<th>55+</th>
<th>Northeast</th>
<th>South</th>
<th>West</th>
<th>Midwest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality</td>
<td>52%</td>
<td>55%</td>
<td>55%</td>
<td>53%</td>
<td>51%</td>
<td>50%</td>
<td>56%</td>
<td>49%</td>
<td>55%</td>
</tr>
<tr>
<td>Utility</td>
<td>50%</td>
<td>47%</td>
<td>49%</td>
<td>50%</td>
<td>48%</td>
<td>48%</td>
<td>46%</td>
<td>49%</td>
<td>50%</td>
</tr>
<tr>
<td>Attractiveness</td>
<td>37%</td>
<td>36%</td>
<td>38%</td>
<td>39%</td>
<td>33%</td>
<td>39%</td>
<td>38%</td>
<td>34%</td>
<td>36%</td>
</tr>
</tbody>
</table>

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In the study respondents were asked how many promotional products were in their household. The results indicate **the average household in the United States owns 30 promotional items**! The number varies somewhat by region of the country and age of the respondent, but the fact is that promo products are everywhere in households!
When asked what types of advertising they like best, **consumers under 55 prefer PROMOTIONAL PRODUCTS.**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Promotional Products</th>
<th>Internet Advertising</th>
<th>Magazine Advertising</th>
<th>Newspaper Advertising</th>
<th>Radio Advertising</th>
<th>Television Advertising</th>
<th>Mobile Advertising</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>25-34</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>35-44</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>45-54</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
</tbody>
</table>

**PROMOTIONAL PRODUCTS** are the **most highly regarded form of advertising.**

When asked what types of advertising they like best, **consumers under 55 prefer PROMOTIONAL PRODUCTS.**

**The World Remembers**

85% remember the advertiser worldwide.

Recall is highest for apparel items, as 85% recall the advertiser that gave them a shirt or hat.

Deciding between **PROMOTIONAL PRODUCTS** or Internet advertising?

Consider this....

Consumers are nearly 2.5x more likely to have a positive opinion of promotional products compared to Internet advertising.
The most influential products in Germany are **Power Banks, USB Drives** and **Outerwear**.

- **57%** of German consumers have a more favorable opinion of the advertiser if the product they received was **Made in Germany**.
- **65%** of Germans have a more favorable opinion of the advertiser if the product they received was **Environmentally Friendly**.
- **49%** of Germans have a more favorable opinion of the advertiser if the product they received was **Socially Responsible**.

When asked what types of advertising they like best, **German consumers prefer promo products**.

**RANKED FROM BEST TO WORST**
- Promo Products
- Radio
- Newspaper
- Magazine
- Television
- Internet
- Mobile
COUNTRY FOCUS
FRANCE

The most influential products in France are **USB Drives, Bags, Writing Instruments and Drinkware**

56% of French consumers have a more **favorable opinion** of the advertiser if the product they received was **Made in France**

45% of French consumers have a more **favorable opinion** of the advertiser if the product they received was **Environmentally Friendly**

54% of French consumers have a more **favorable opinion** of the advertiser if the product they received was **Socially Responsible**

When asked what types of advertising they like best, **French consumers prefer promo products**

RANKED FROM BEST TO WORST

- **Promo Products**
  - Newspaper
  - Radio
  - Magazine
  - Television
  - Mobile
  - Internet
COUNTRY FOCUS
MEXICO

59% of Mexicans have a more favorable opinion of the advertiser if the product they received was Made in Mexico.

75% of Mexicans have a more favorable opinion of the advertiser if the product they received was Environmentally Friendly.

54% of Mexican consumers have a more favorable opinion of the advertiser if the product they received was Socially Responsible.

When asked what types of advertising they like best, Mexican consumers prefer promo products.

RANKED FROM BEST TO WORST

1] Promo Products
Radio
Newspaper
Magazine
Internet
Mobile
Television

The most influential products in Mexico are Drinkware, USB Drives and Desk Accessories.
When asked what types of advertising they like best, **U.K. consumers prefer promo products**

**RANKED FROM BEST TO WORST**

1. **Promo Products**
2. **Radio**
3. **Newspaper**
4. **Magazine**
5. **Television**
6. **Internet**
7. **Mobile**

The most influential products in the U.K. are **Power Banks**, **USB Drives** and **Drinkware**.
When asked what types of advertising they like best, Canadian consumers prefer promo products.
PROVINCE FOCUS
QUEBEC

63% of consumers in the Quebec province have a more favorable opinion of the advertiser if the product they received was Made in Canada.

67% of consumers in the Quebec province have a more favorable opinion of the advertiser if the product they received was Environmentally Friendly.

When asked what types of advertising they like best, Quebec consumers prefer promo products.

The most influential products in the Quebec province are Power Banks, USB Drives and Drinkware, Desk Accessories and Umbrellas.

59% of consumers in the Quebec province have a more favorable opinion of the advertiser if the product they received was Socially Responsible.

RANKED FROM BEST TO WORST

Promo Products
Newspaper
Radio
Magazine
Internet
Television
Mobile
52% of consumers in the Ontario province have a more favorable opinion of the advertiser if the product they received was Made in Canada.

52% of consumers in the Ontario province have a more favorable opinion of the advertiser if the product they received was Environmentally Friendly.

43% of consumers in the Ontario province have a more favorable opinion of the advertiser if the product they received was Socially Responsible.

The most influential products in the Ontario province are Power Banks, Bags, USB Drives, Umbrellas and Drinkware.

When asked what types of advertising they like best, Ontario consumers prefer promo products.

RANKED FROM BEST TO WORST

1. Promo Products
2. Radio
3. Newspaper
4. Magazine
5. Television
6. Internet
7. Mobile
57% of consumers in the Alberta province have a more favorable opinion of the advertiser if the product they received was Made in Canada.

65% of consumers in the Alberta province have a more favorable opinion of the advertiser if the product they received was Environmentally Friendly.

51% of consumers in the Alberta province have a more favorable opinion of the advertiser if the product they received was Socially Responsible.

When asked what types of advertising they like best, Alberta consumers prefer promo products.

RANKED FROM BEST TO WORST

Promo Products
Radio
Newspaper
Magazine
Mobile
Television

The most influential products in the Alberta province are Performance Wear, Power Banks, Outerwear, Desk Accessories and USB Drives.
The most influential products in British Columbia are **Power Banks, USB Drives, T-Shirts, Health and Safety products** and **Drinkware**

61% of consumers in the British Columbia province have a more favorable opinion of the advertiser if the product they received was **Made in Canada**

58% of consumers in the British Columbia province have a more favorable opinion of the advertiser if the product they received was **Environmentally Friendly**

When asked what types of advertising they like best, **British Columbia consumers prefer promo products**

RANKED FROM BEST TO WORST

**Promo Products**
- Newspaper
- Radio
- Magazine
- Television
- Internet
- Mobile

54% of consumers in the British Columbia province have a more favorable opinion of the advertiser if the product they received was **Socially Responsible**