



15 INSANE FACTS ABOUT PROMOTIONAL PRODUCTS

1. 80% of consumers own between one and ten promotional products. That is a huge portion of the population that is open to accepting your branded items!
2. Out of the 80%, 53% use a promotional product at least once per week. That's a pretty high chance of active engagement with your promotional products.
3. 3. 60% of these people, will keep a promotional product for up to two years!
4. Only 1 in 5 people will throw away a promotional product.
5. Promotional products can increase your client base by as much as 30%.
6. In the US, bags generate more promotional impressions than any other promotional product. A promotional bag has six thousand impressions per bag!
7. Top products are wearables, followed by pens/pencils, bags, calendars and drinkware!
8. Branded drinkware can be more effective than an expensive radio or television advert. A study showed that 57% of people were able to recall an advertiser whose logo was branded on a mug. Only 32% were able to recognize the advertiser from their radio spot and only 28% were able to recognize the advertiser from the television advert. The logo on the mug created a visual impression, and vision is our strongest sense!
9. The first known promotional product was a commemorative button used in 1789 to elect George Washington president.
10. 48% of consumers would like to receive more promotional products more often.
11. 91% of consumers have at least 1 promotional product in their kitchen, 74% have at least 1 in their workspace and 55% have at least one in their bedroom!
12. The top buyers of promotional products are for clients in education, finance, non-profit, healthcare and construction.
13. Women are more likely to have bags, writing instruments and calendars. Men are more likely to keep caps and shirts.
14. Adding a promotional product to the media mix increases the effectiveness of other media by up to 44%!
15. Promotional products draw as many as 500% more referrals from satisfied customers than an appeal letter alone!

The proof is in the Promotional Product pudding! Promotional products have an incredible impact on your marketing efforts!

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