

WHAT ARE THE BENEFITS OF USING PROMOTIONAL PRODUCTS?



- ✔ Promotional products are the most highly regarded form of advertising over newspapers, radio, magazines, television, the Internet and mobile ads
- ✔ 9 in 10 people recall the company's name or logo on the promotional item they received
- ✔ 81% of the population keeps customized promotional products more than a year
- ✔ 83% say that receiving promotional products makes their experience more enjoyable
- ✔ 62% of employees feel appreciated by their employer when they are given promotional products as a gift
- ✔ 83% of people would experience strengthened loyalty to a brand they currently shop with if they received a promotional product
- ✔ 3 out of 4 people say that they would likely switch their business if they received a promotional product from a business with whom they've never done business before

Stats are from various studies conducted by Promotional Products Association International (PPAI) between 2017-2023. See: <https://www.ppai.org/members/research>

