



THE POWER OF PROMOTIONAL PRODUCTS

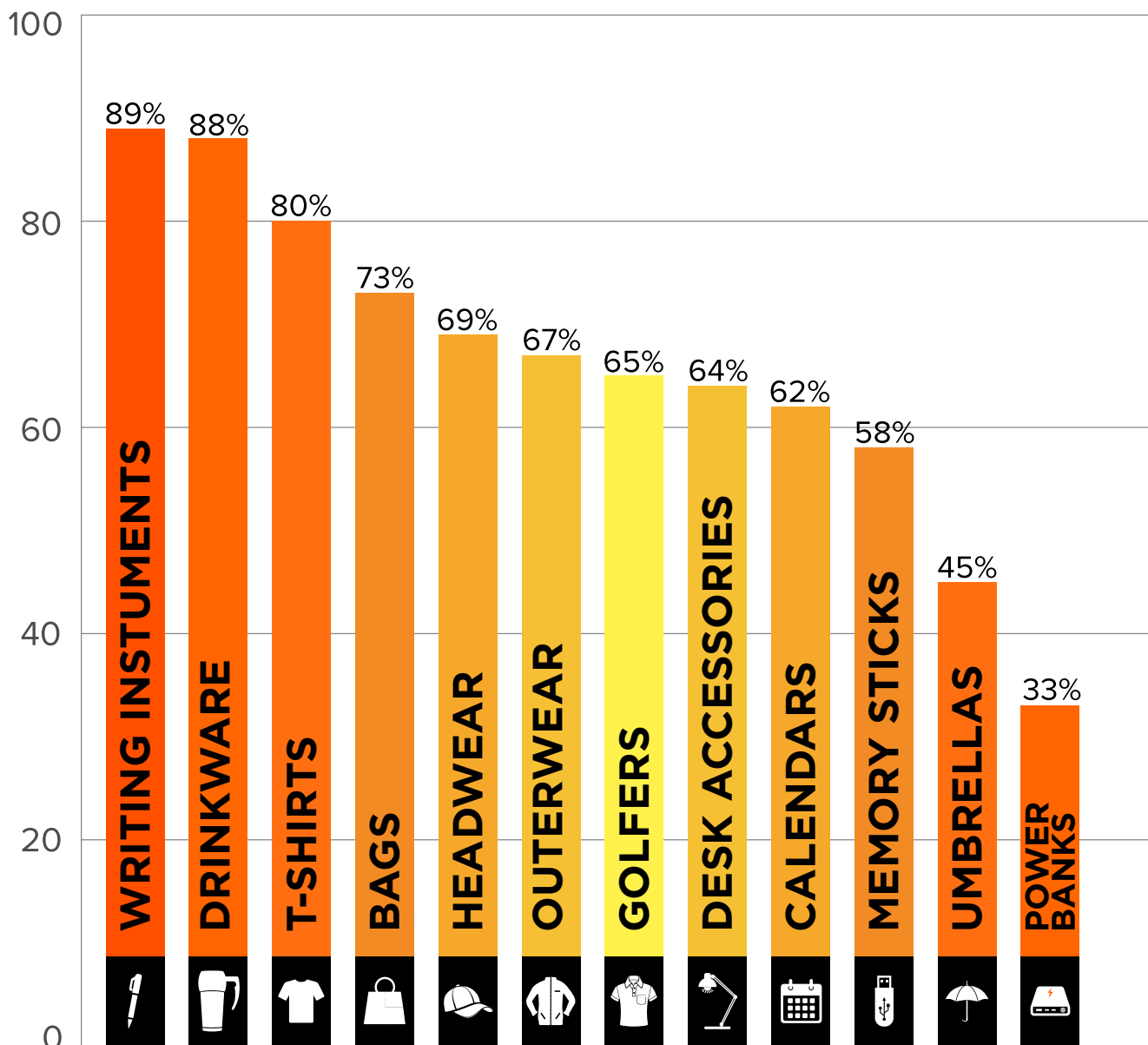


PRODUCT OWNERSHIP

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!

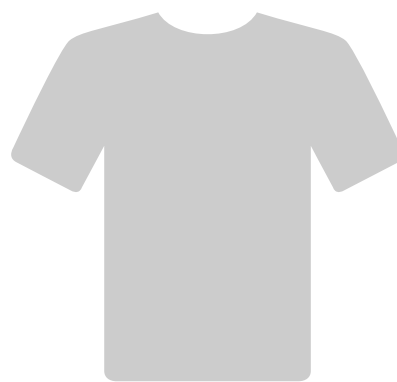
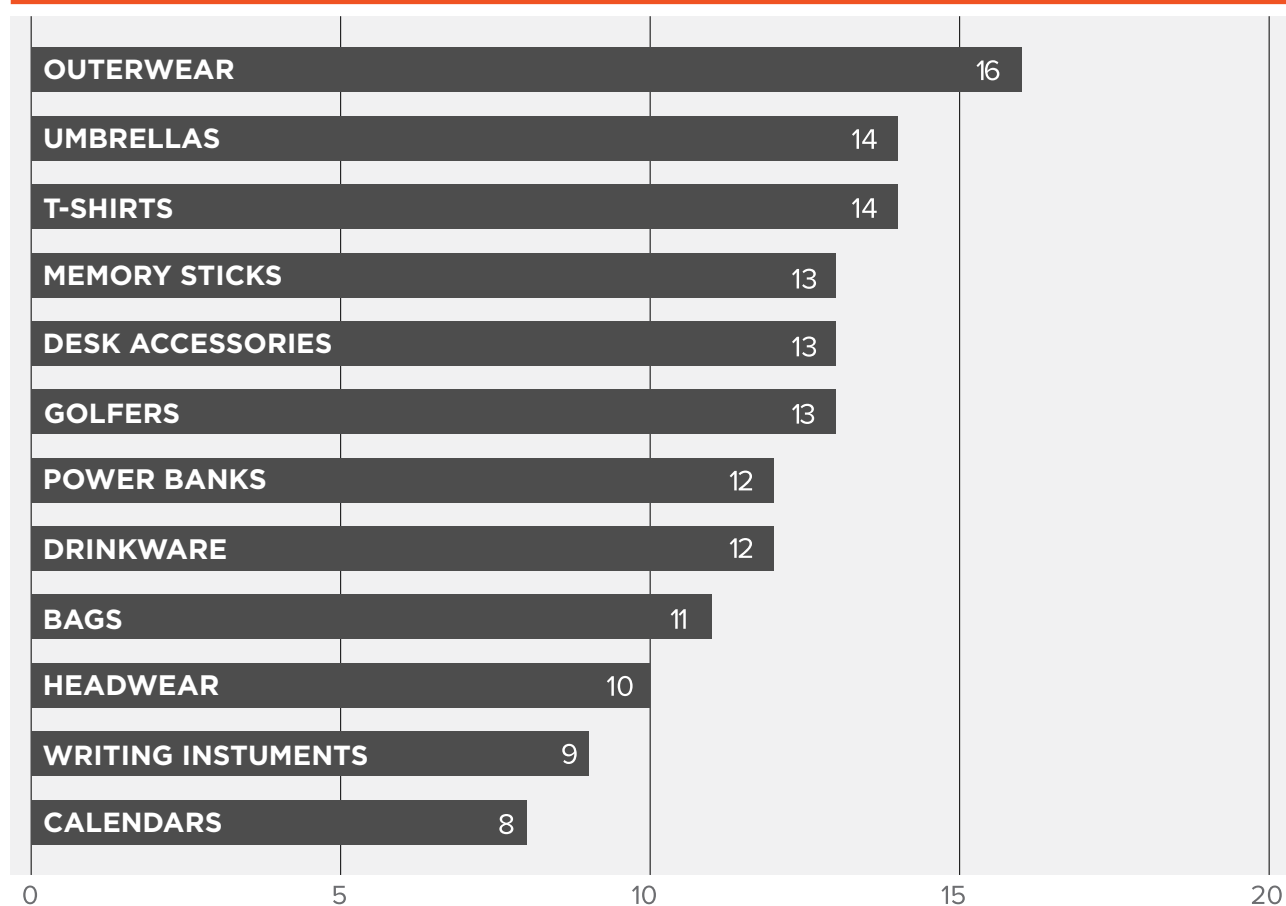
PRODUCT OWNERSHIP IN THE UNITED STATES



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

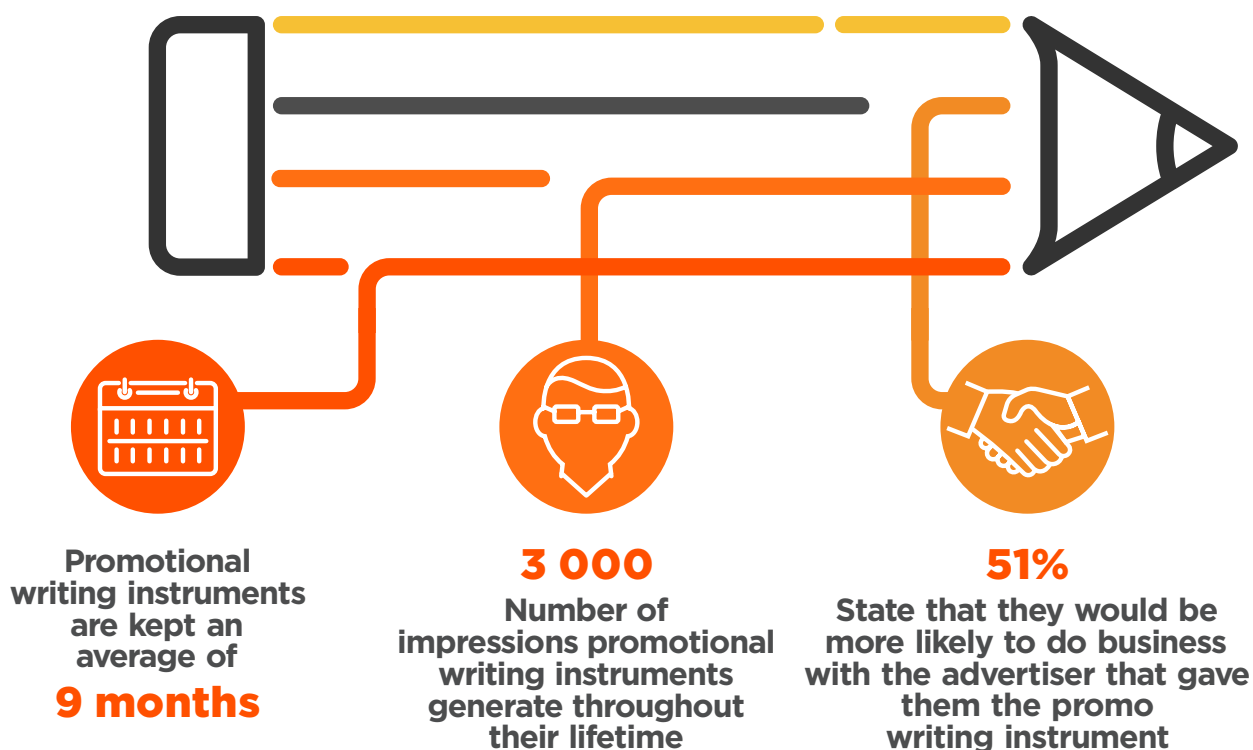


PROMO PRODUCTS MAKE AN IMPRESSION

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 with 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.



WRITING INSTRUMENTS

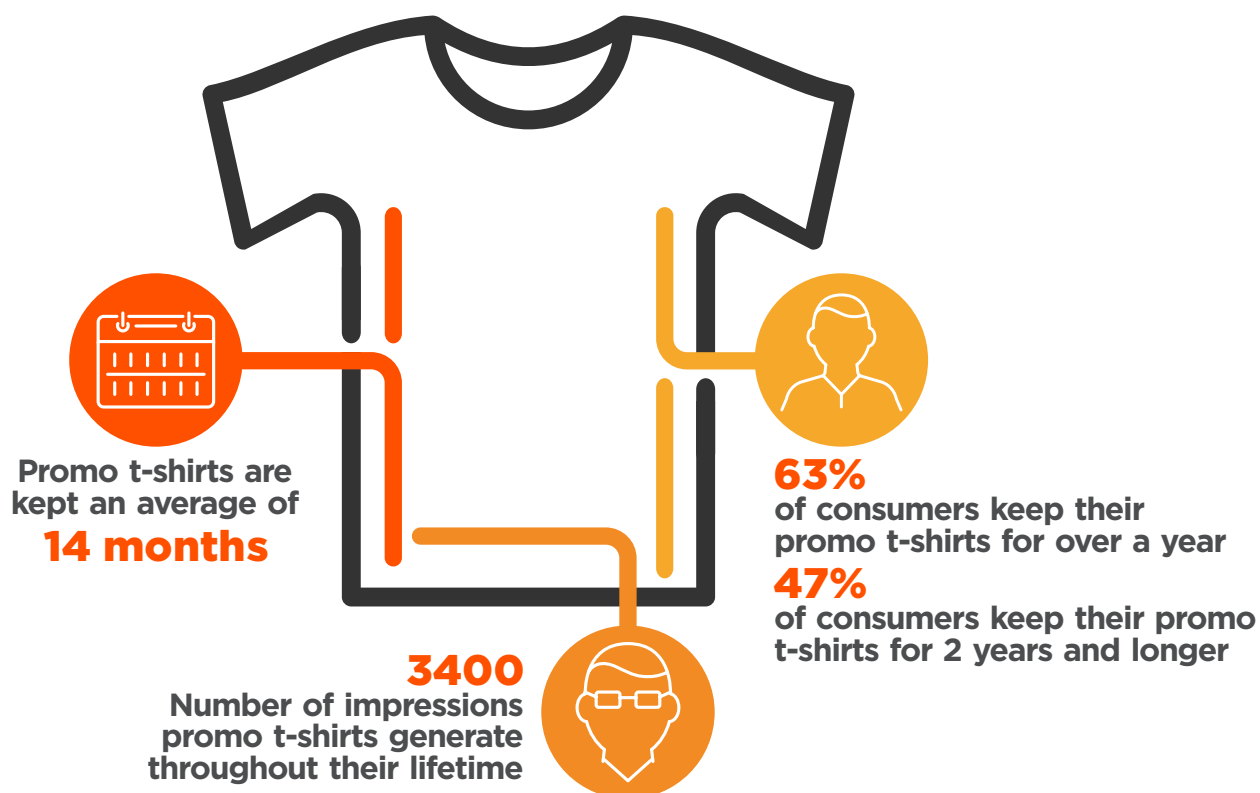


BAGS

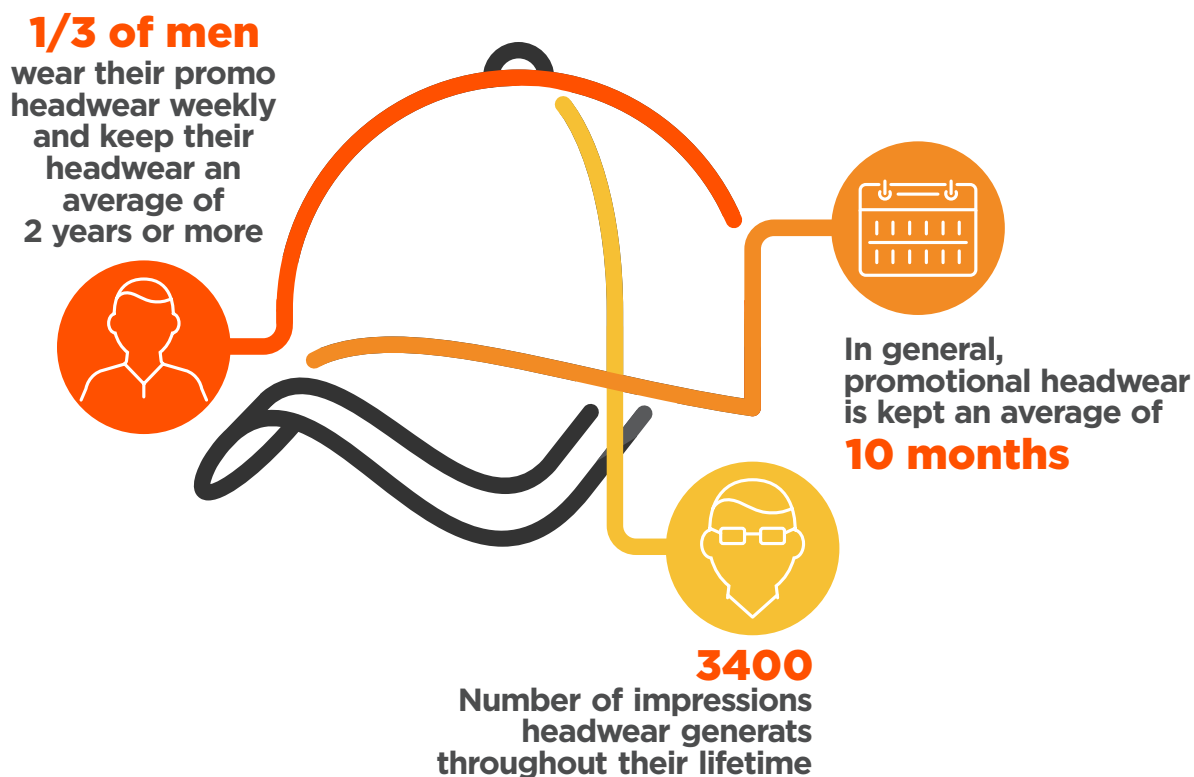


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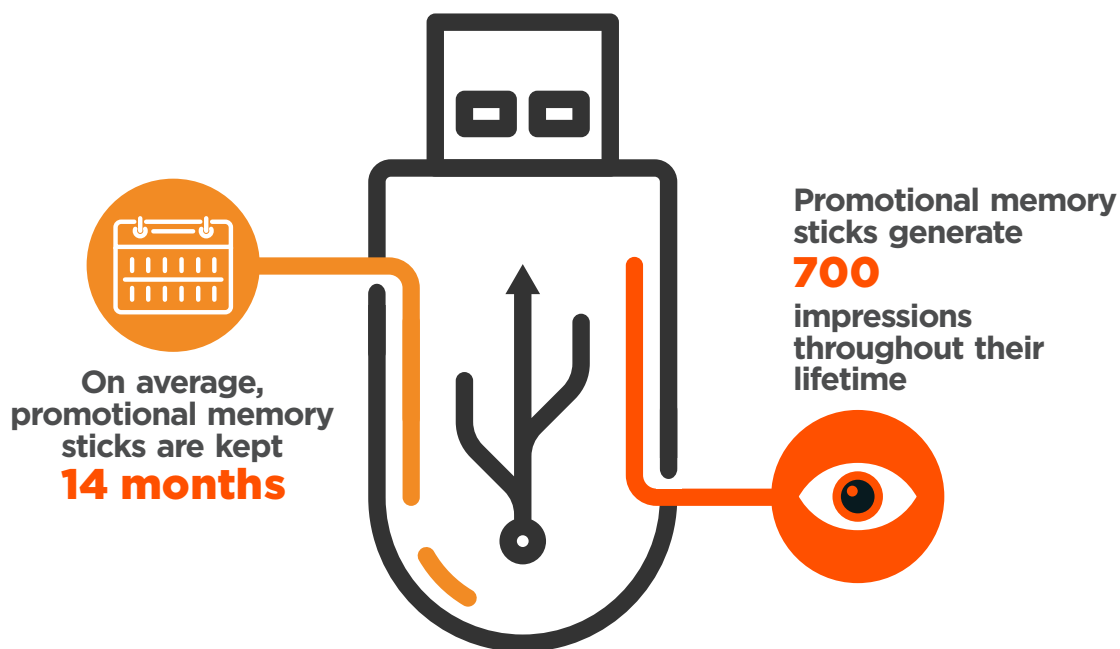
T-SHIRTS



HEADWEAR



MEMORY STICKS



DRINKWARE

