



# ***THE POWER OF MERCHANDISE***



# 40%

of consumers who  
own **promo products**  
report that they  
have **kept some for  
more than**

**10**  
**YEARS**



# 57%

of consumers who  
own **promo products**  
report that they  
have **kept some**  
**for more than**



# YEARS





More than

# half

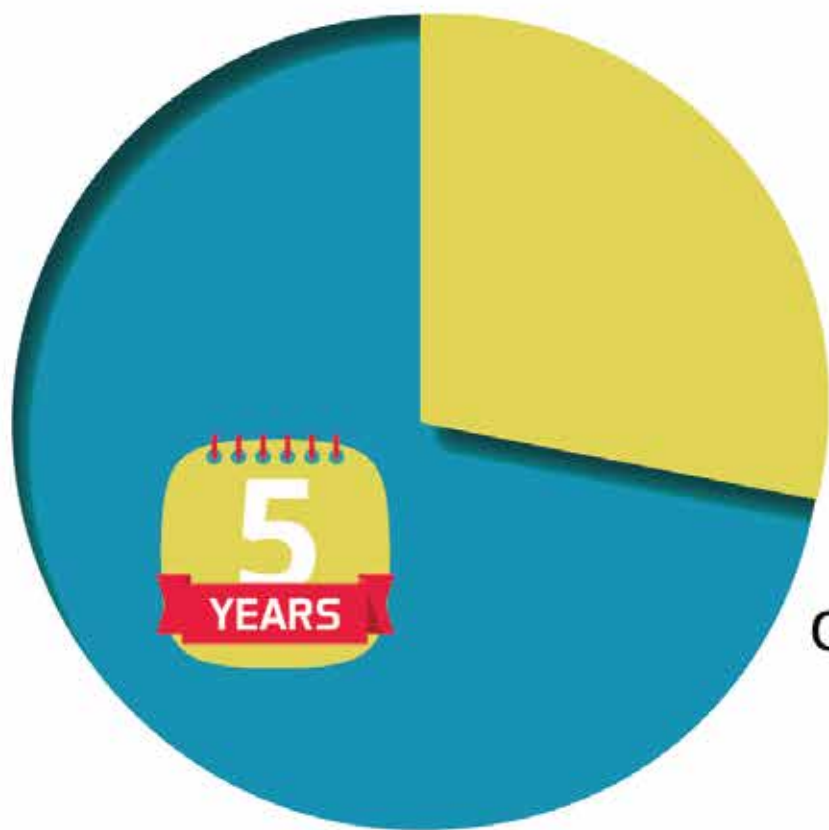
(51%) of Millennials who own  
promo products have kept  
some for more than 5 years





Nearly  
**one-quarter**  
(23%) of consumers reported  
that they **PURCHASED** a  
**promotional product** in the  
last year





Nearly **two-thirds**  
(65%) of **Baby Boomers** who  
own **promo products** have **kept**  
**some for more than 5 years**



Promotional  
headwear is  
kept an  
average of

10  
MONTHS



Promotional  
polos are  
kept an  
average of

13

MONTHS



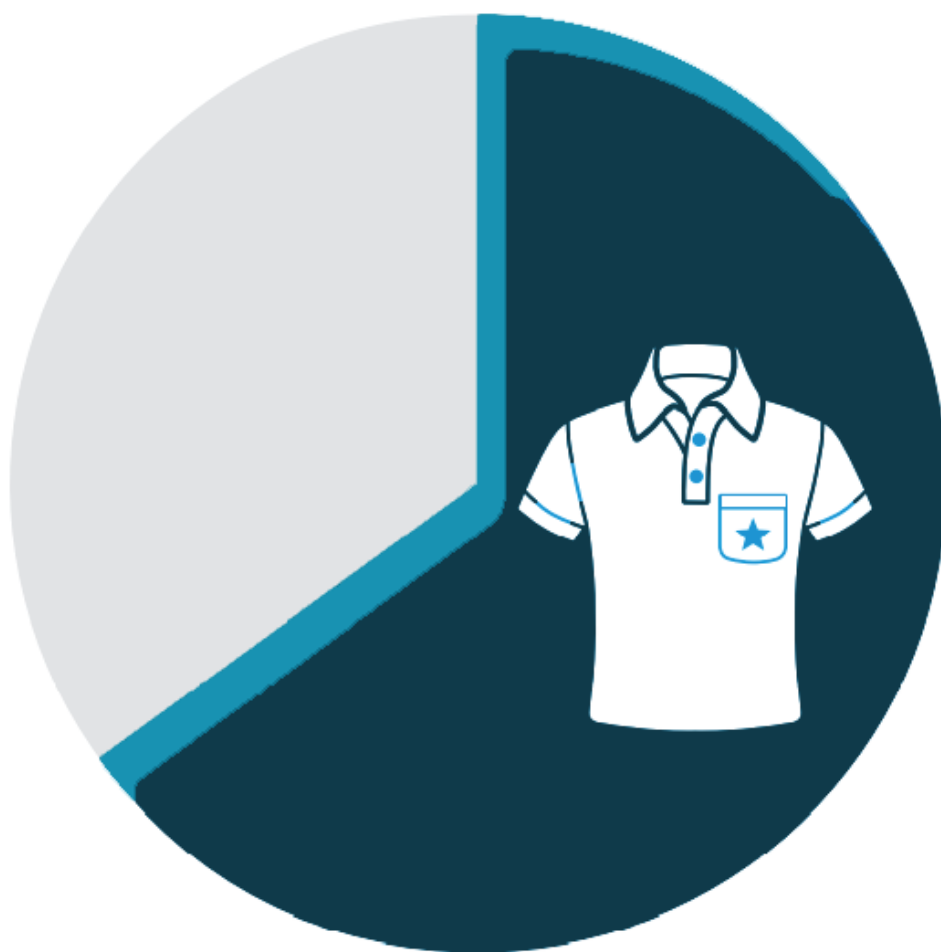


Promo  
outerwear  
is kept an  
average of

16

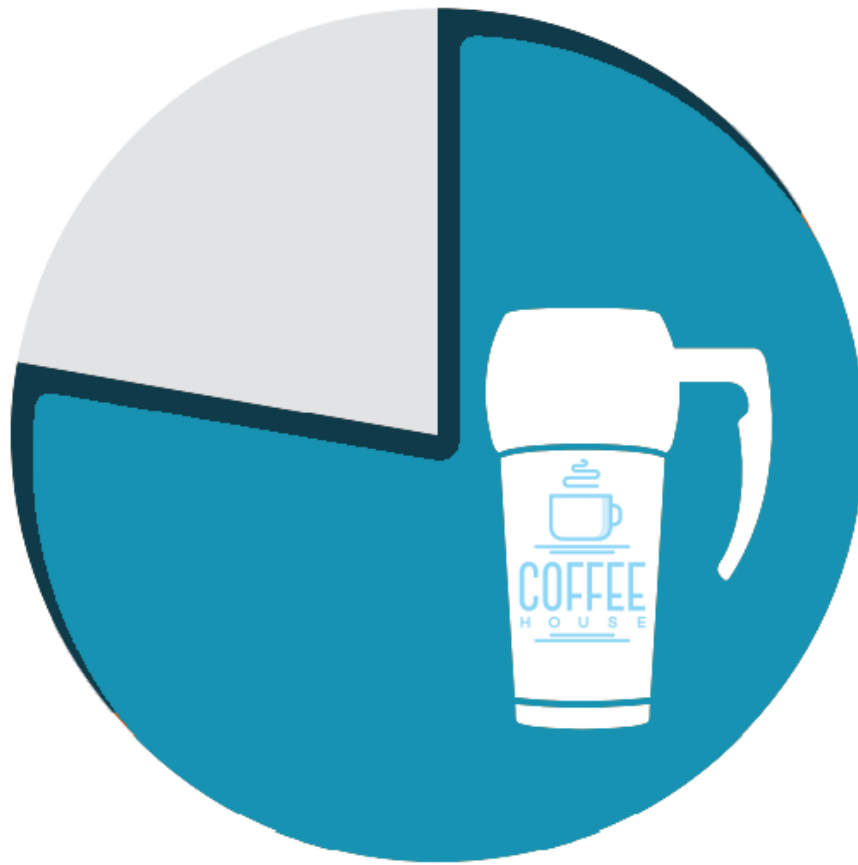
MONTHS





**65%**  
of consumers own  
**promotional**  
**polo shirts**

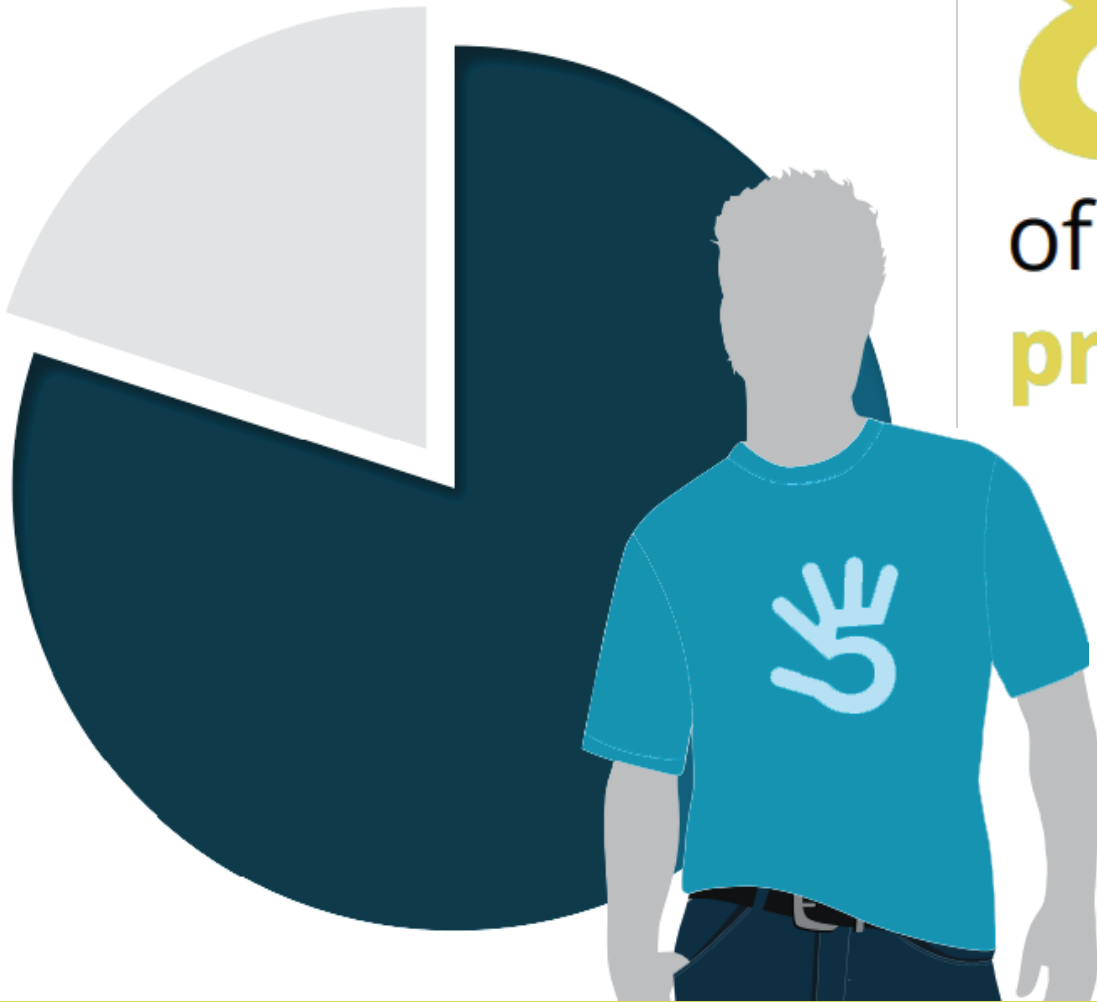




**78%**  
of consumers own  
**promotional drinkware**



**80%**  
of consumers own  
**promotional T-shirts**





# The World Remembers 85% of promo product recipients remember the advertiser worldwide

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



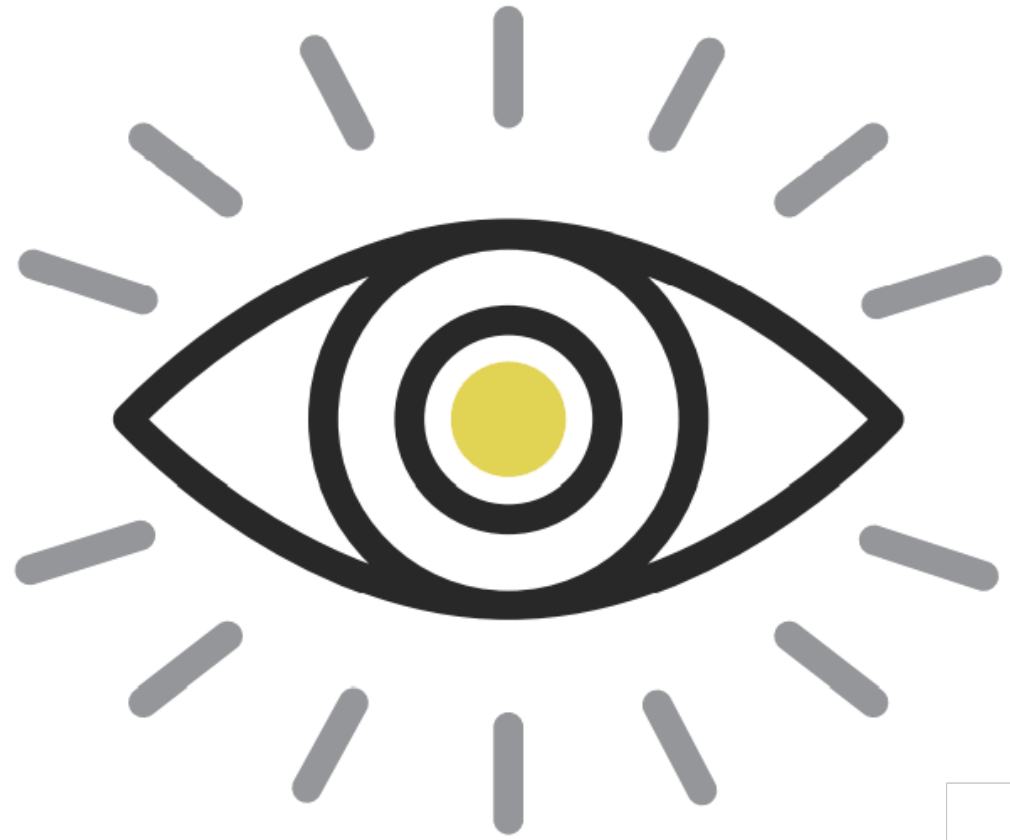
# 89%

of consumers own  
**promotional writing  
instruments**



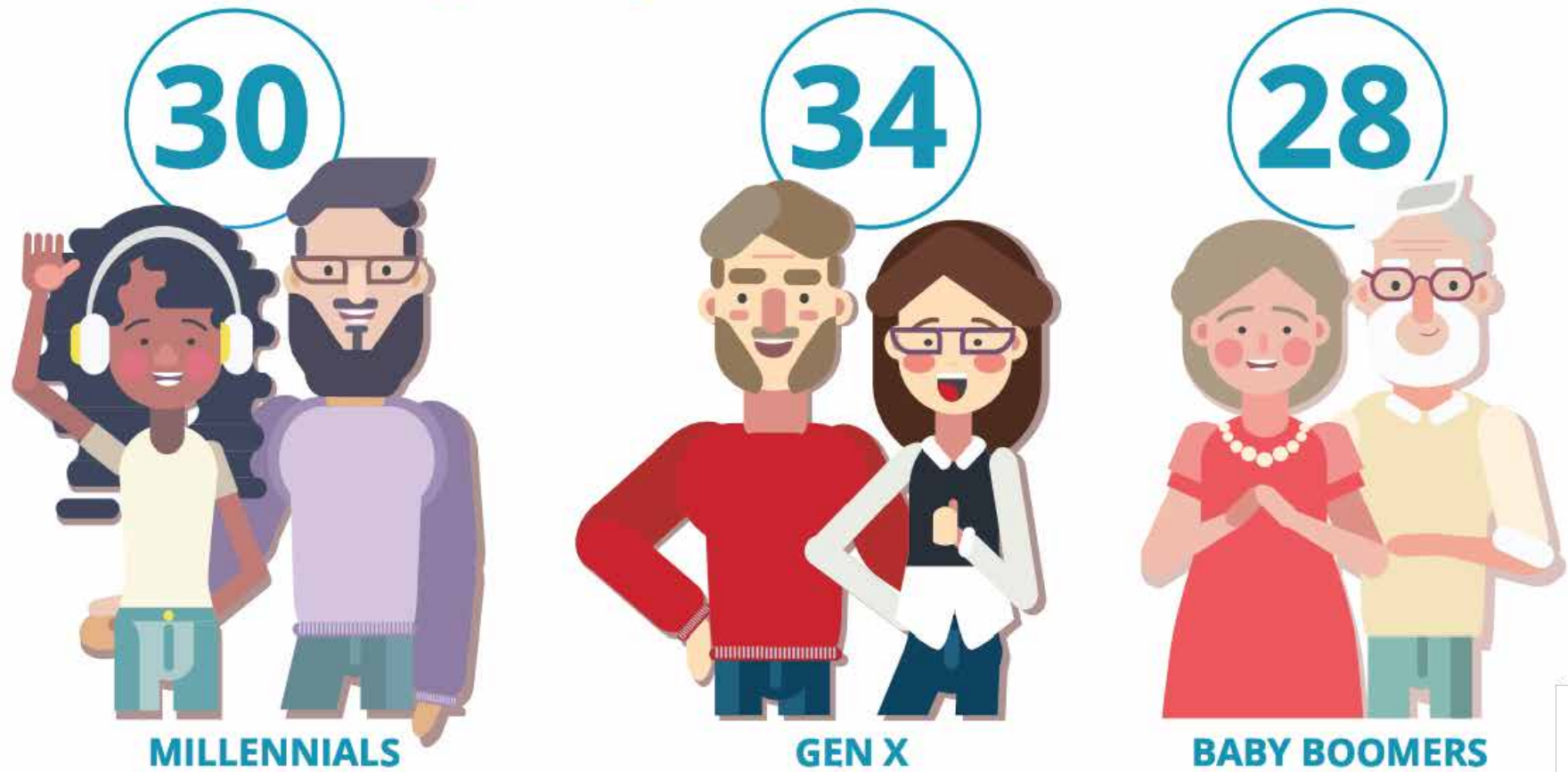
# 6,100

Number of **impressions**  
**promotional outerwear**  
will generate over  
their lifetime



# Households own an average of 30 promo products

Number of **promo products** owned by generation





A **logoed T-shirt** that costs  
**\$7** will have a CPI of only

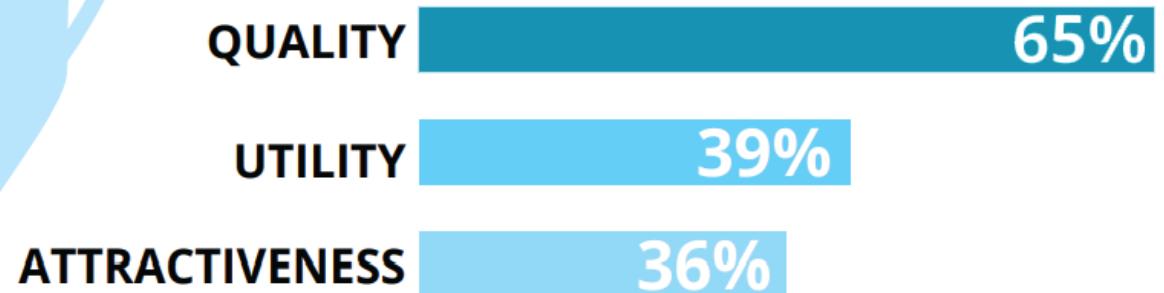
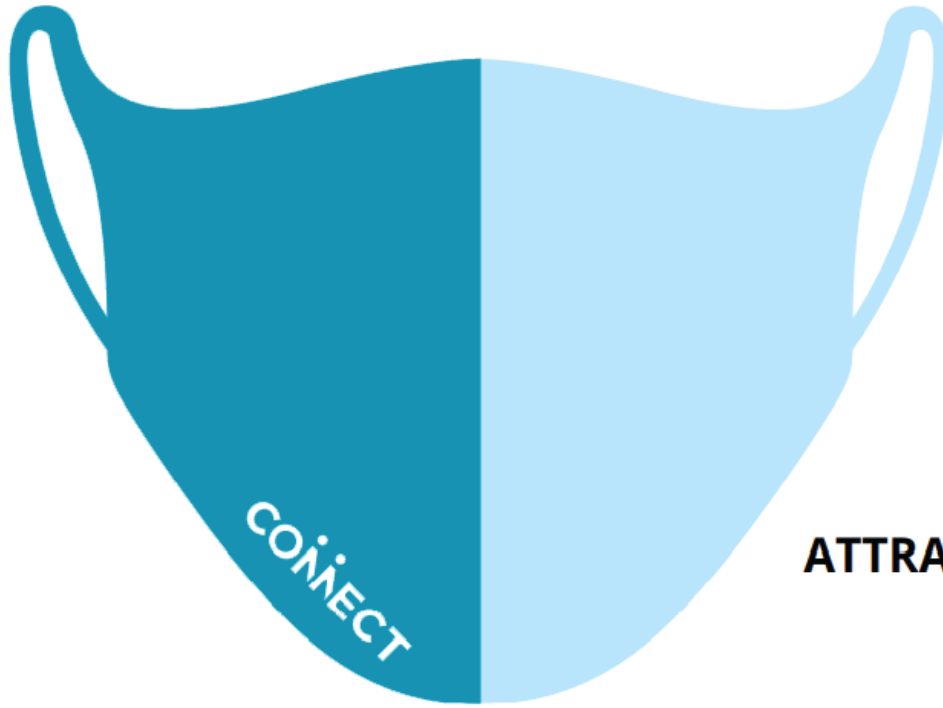
**2/10**  
**of a cent**



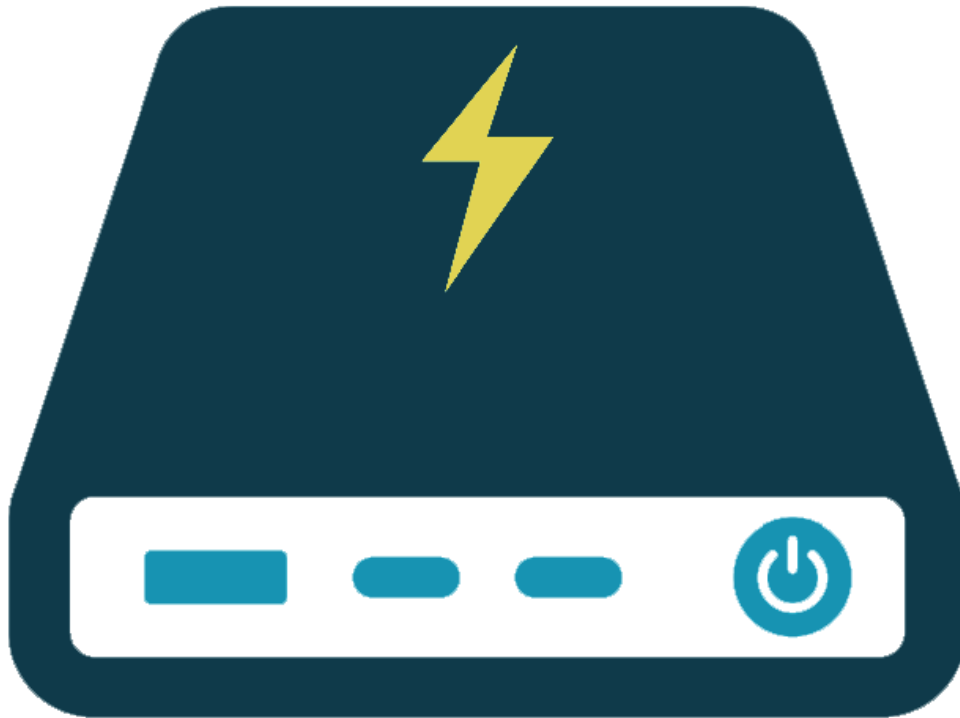
# Why promo products are kept: Hats



# Why promo products are kept: Masks



# Why promo products are kept: Power Banks



QUALITY

53%

UTILITY

61%

ATTRACTIVENESS

15%





# ***THE POWER OF MERCHANDISE***

**LETS CHAT!**

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