

# TOP 12

*promotional  
products*

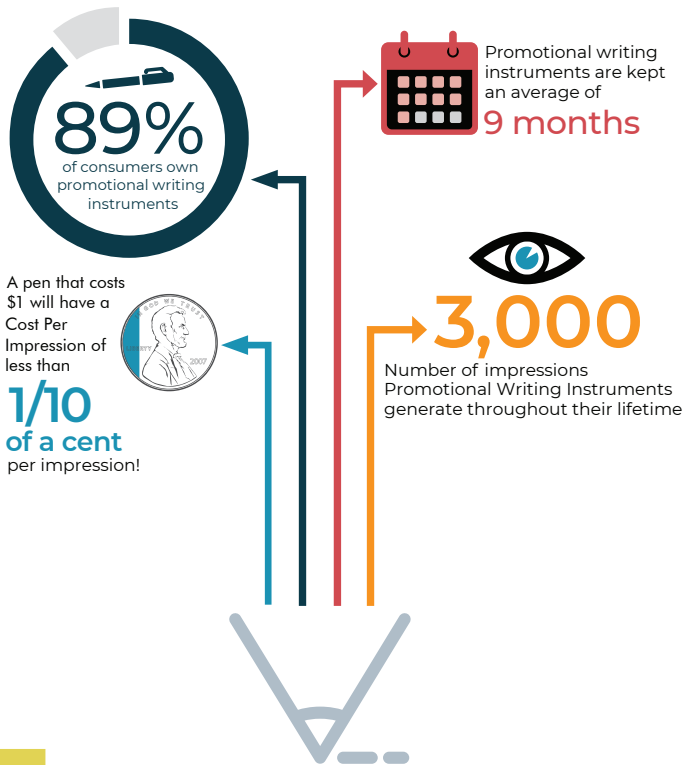


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[hello@blinkmarketing.com](mailto:hello@blinkmarketing.com)

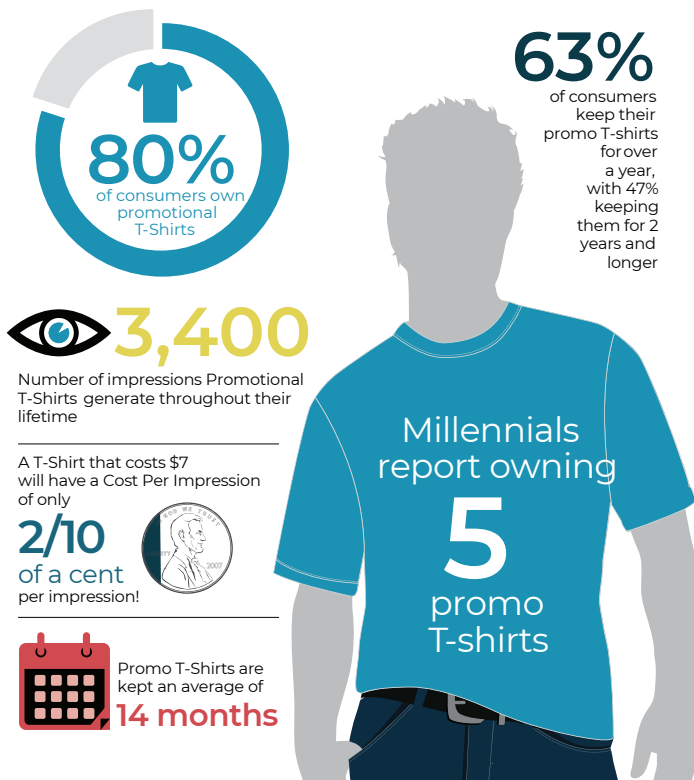
# 1 WRITING INSTRUMENTS



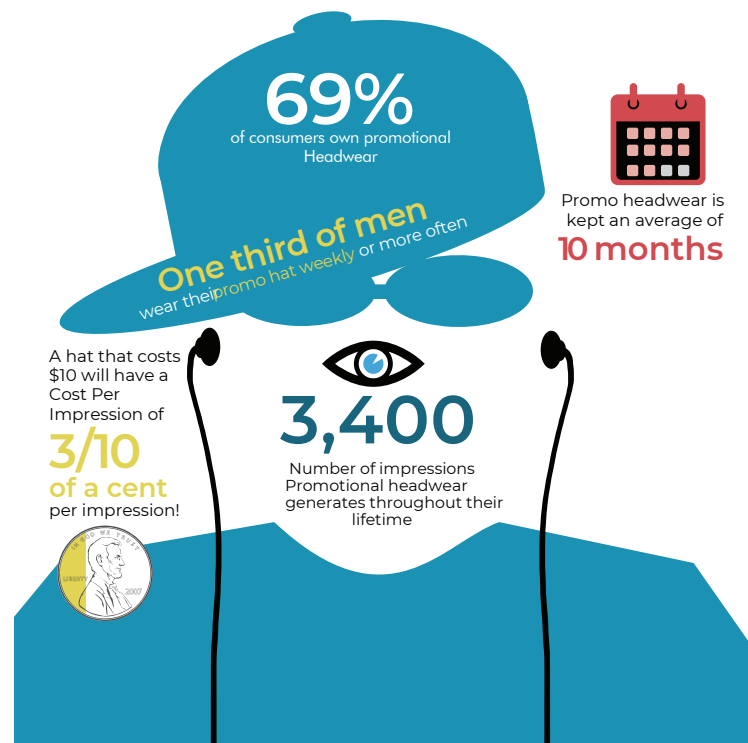
# 2 BAGS



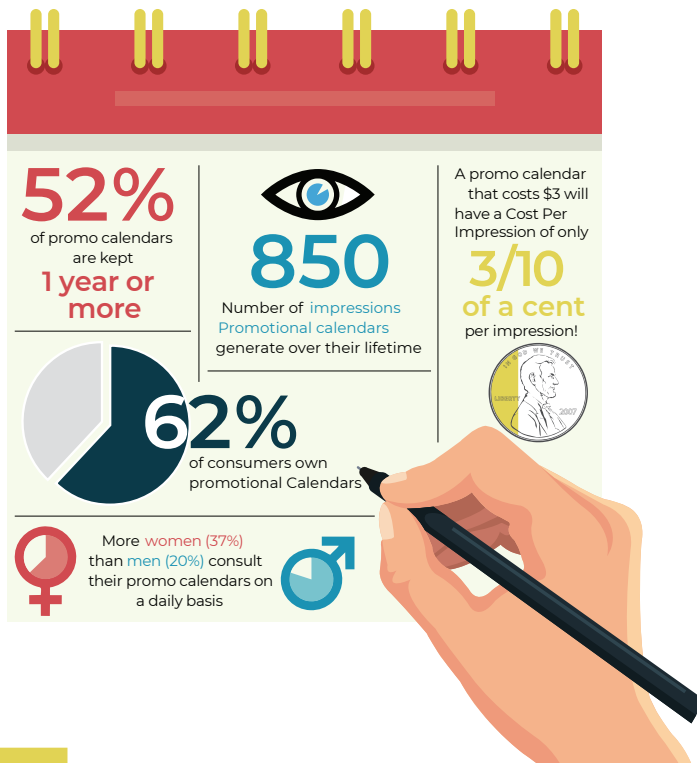
# 3 T-SHIRTS



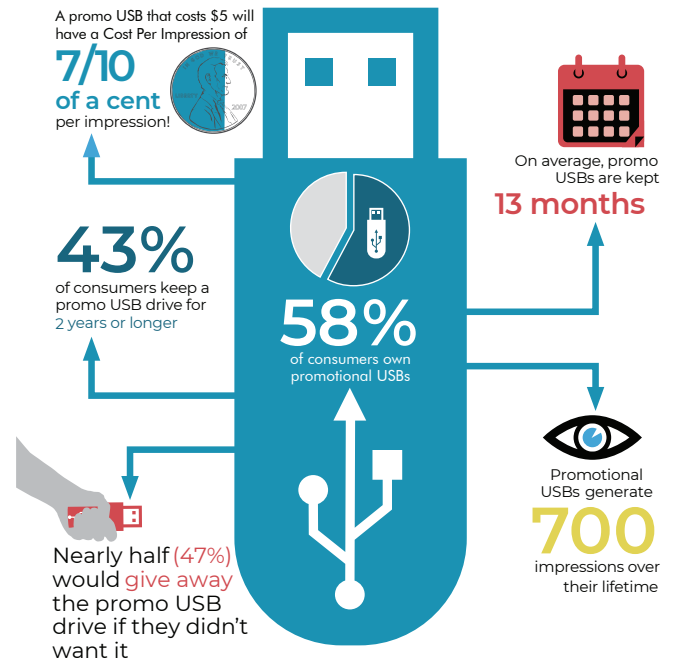
# 4 HEADWEAR



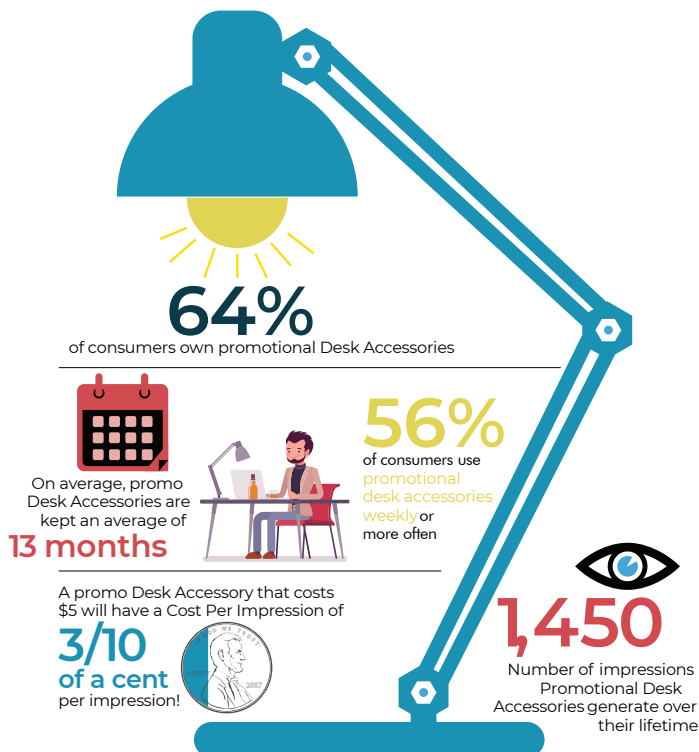
# 5 CALENDARS



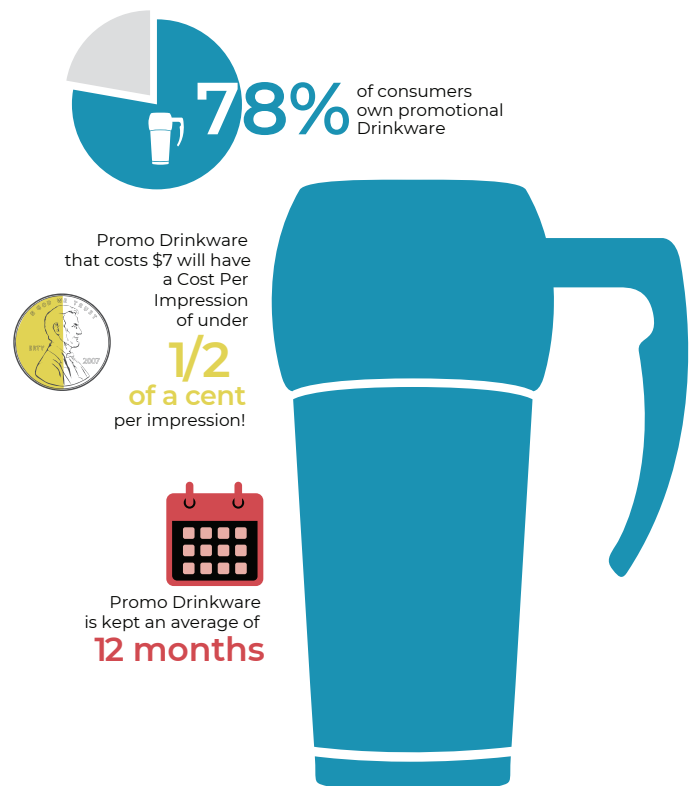
# 6 USBs



# 7 DESK ACCESSORIES



# 8 DRINKWARE



9

## UMBRELLAS

Promo Umbrellas that costs \$10 will have a Cost Per Impression of under

**1cent**  
per impression!



Promotional Umbrellas are kept an average of **14 months**



**45%**  
of consumers own promotional Umbrellas

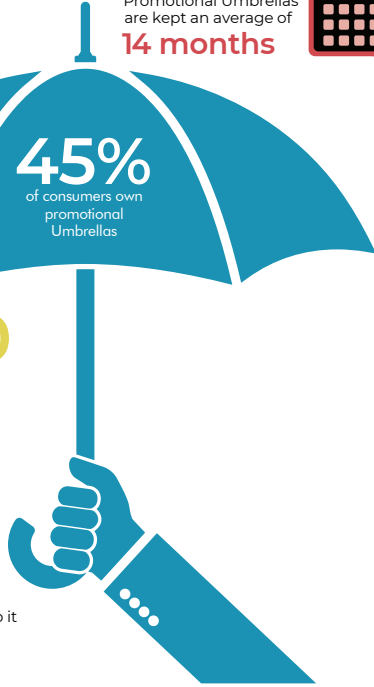
**1,100**

Number of impressions Promotional Umbrellas will generate over their lifetime



**58%**

of consumers report that the quality of the umbrella is the number one reason they keep it



11

## POLO SHIRTS

A Promo Polo that costs \$10 will have a Cost Per Impression 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

10

## OUTERWEAR

A Promo Jacket that costs \$20 will have a Cost Per Impression of

**3/10**  
of a cent  
per impression!



**6,100**

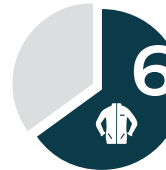
Number of impressions Promotional outerwear will generate over their lifetime

**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**



12

## POWER BANKS



On average, promo Power Banks are kept an average of **12 months**



**900**

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

A promo Power Bank that costs \$10 will have a Cost Per Impression of only

**1cent**  
per impression!



**33%**

of consumers own promotional Power Banks

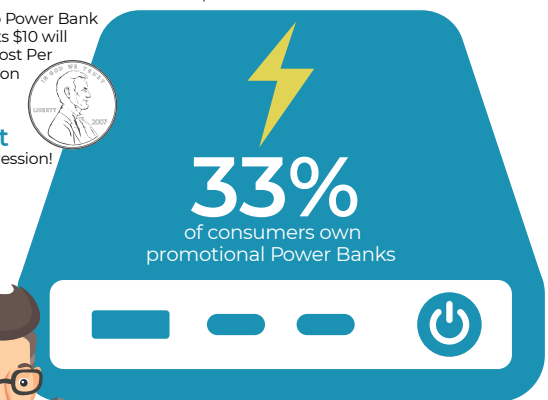


**41%**

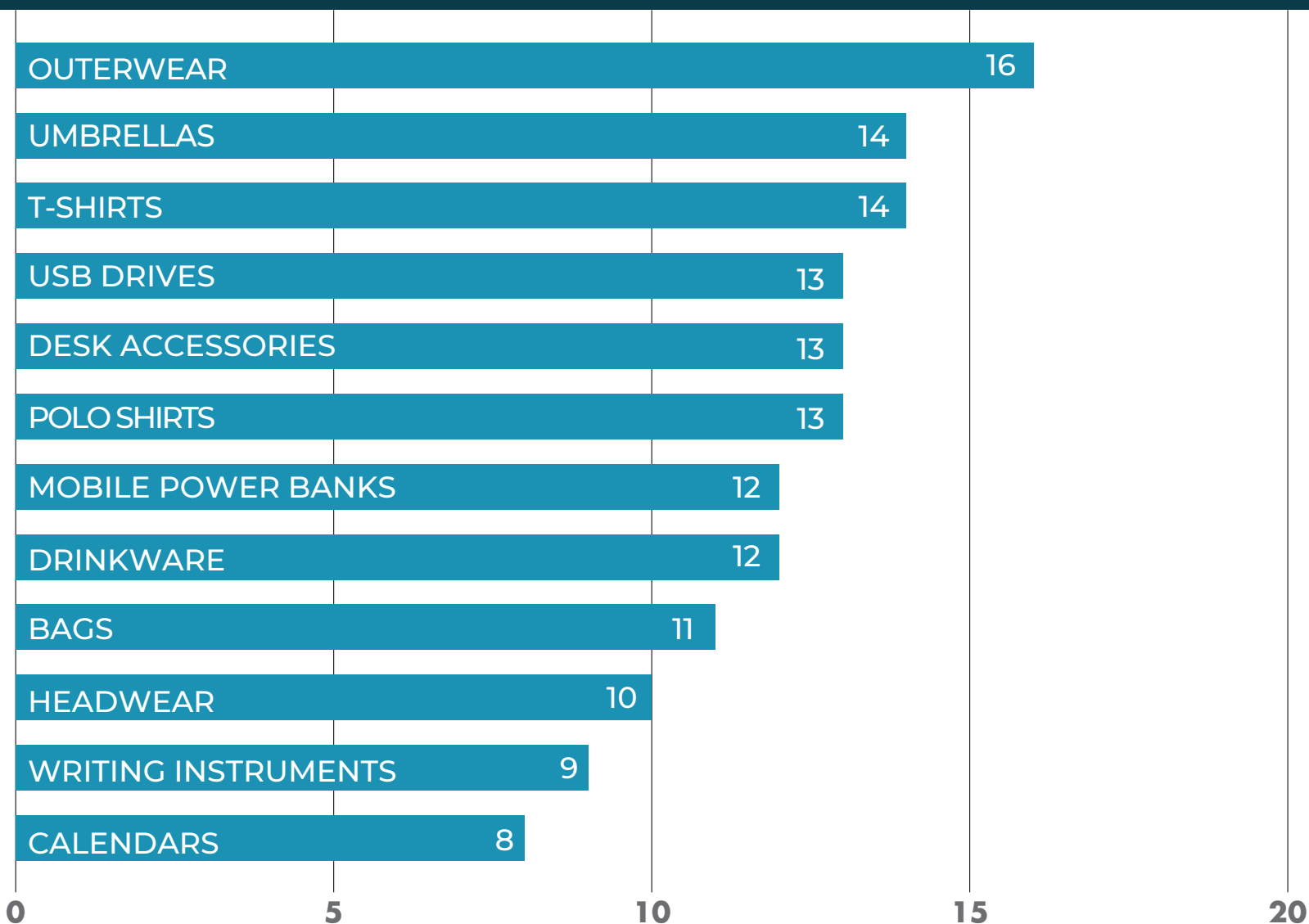
of consumers use a promo Power Bank once a week or more often

**40%**

of consumers keep a promo Power Bank for 2 years or longer

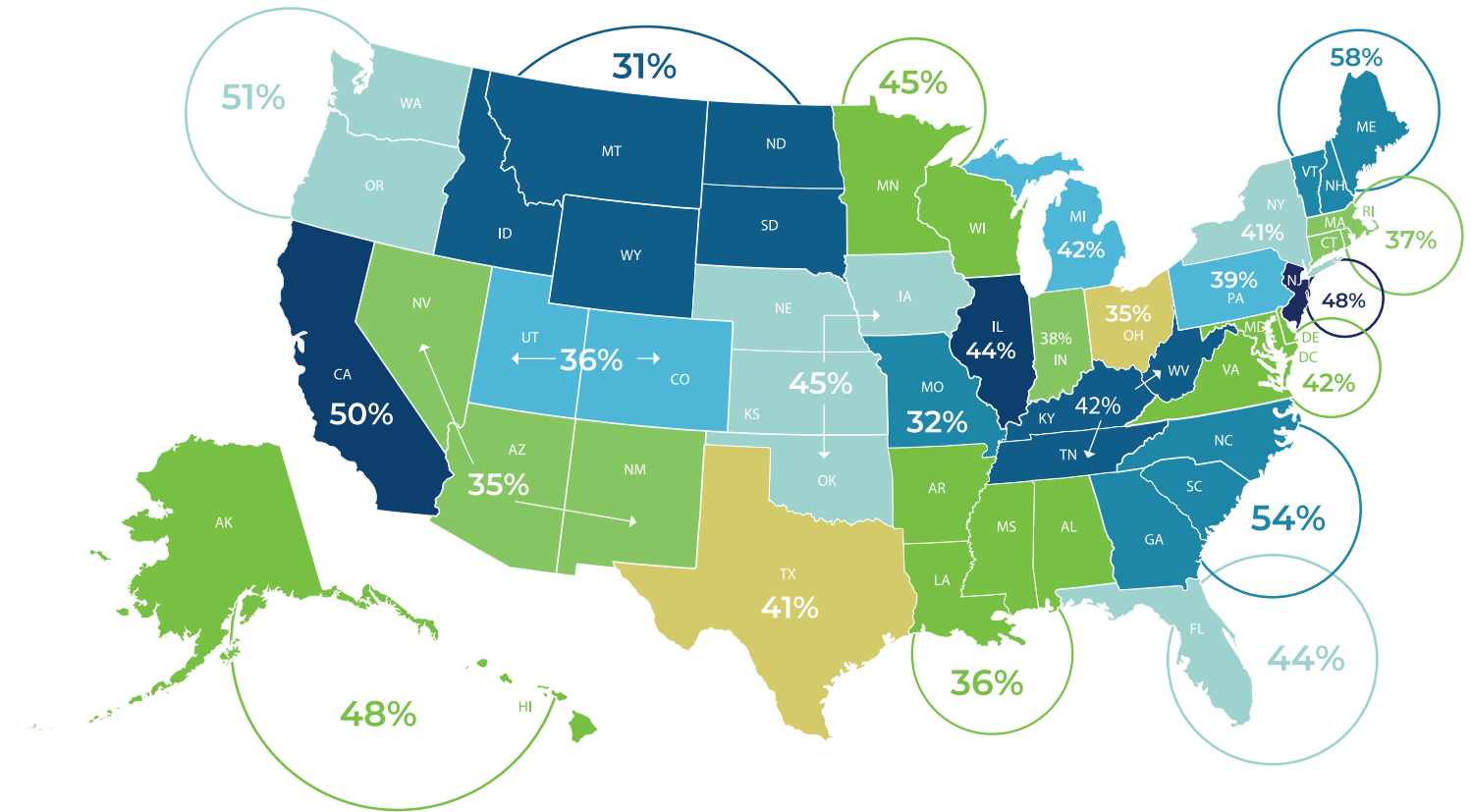


# NUMBER OF MONTHS ITEMS ARE KEPT

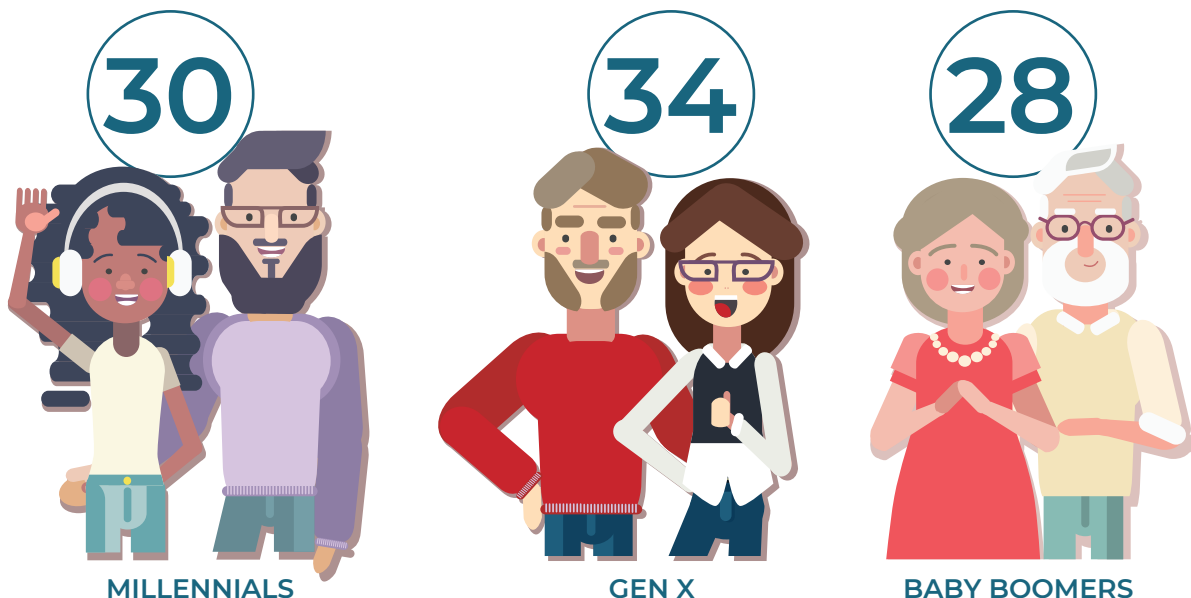


In total, 42% have a more favorable opinion of an advertiser if the Promotional Product they received was **environmentally friendly**

## NATIONWIDE



## HOW MANY PROMO ITEMS PEOPLE OWN



# OVERALL OPINION OF ADVERTISING MEDIUMS

When asked what types of advertising they like best, consumers under 55 prefer promotional products



Ranking from best to worst

Promotional products are the most highly regarded form of advertising



PROMOTIONAL PRODUCTS



Ranking from best to worst

The World Remembers



**85%**  
remember  
the advertiser  
worldwide.

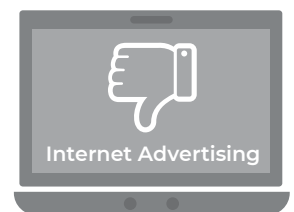
ROI is highest for apparel items, as 85% of consumers remember the advertiser that gave them a shirt or hat.

Deciding between Promotional Products or Internet advertising?

Consider this....



Promotional Products



Internet Advertising

Consumers are nearly 2.5x more likely to have a positive opinion of promotional products compared to Internet advertising

