

# Promotional Product Trends: A Quick Breakdown

A snapshot of the buying habits and preferences for promotional products among ad agencies and corporate advertisers

**74%**

believe promotional products contributed to campaigns' successes



**MEDIA BUYING**

**96%** purchased promotional products in the past year

**75%** of buyers purchased three or more times during that time

Top three drivers for including promotional products:

- Price
- Design/Function
- Proven Favorite Of Recipients



**52%**

of project budgets/campaigns include promotional products

**EFFECTIVENESS**



**8 IN 10**

purchase promotional products from promotional consultants

Most frequently purchased categories:



Apparel  
**\*MOST EFFECTIVE**



Writing Instruments



Sporting Goods



Leisure Products



Travel Accessories

Promotional products are seen as strong influencers of brands

Brand Recognition **66%**

Brand/Product Awareness **58%**

Corporate Identity **55%**

Increase Good Will **51%**

Brand Recall **42%**

Promotional products are often used in conjunction with:



**7 IN 10**

have used promotional products in stand-alone campaigns

**6 IN 10**

have included them as part of advertising campaigns



**[ YOUR LOGO HERE ]**

Nearly all agencies and advertisers customized or imprinted the products

**74%** say promotional products are either effective or extremely effective



**88%** recommend using promotional products



**USAGE**

Source: 2014 Promotional Products Association International, Buyer Insights: Ad Agencies & Advertisers