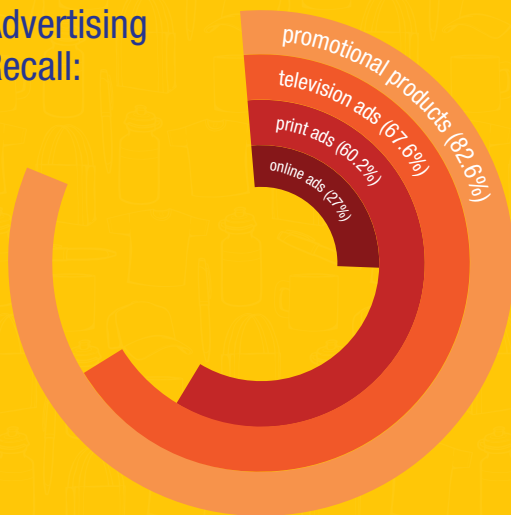


PROMOTIONAL PRODUCTS WORK!

Advertising Recall:



Eight Out Of Ten People Surveyed Remember The Promotional Products Advertiser

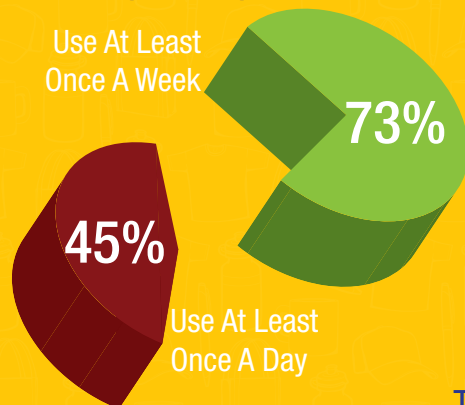


Top Reasons Why Promotional Products Work:



- Useful
- Desirable
- Attractive
- Informative
- Fun
- They engage all the senses

Repeat Exposure:



Where Promotional Products Work:

Kitchen

91%

Workplace

74%

Bedroom

55%

Top 5 Buyers

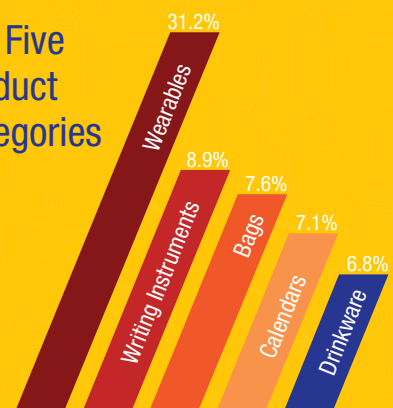
- Education
- Financial
- Not-For-Profit
- Health Care
- Construction

They LOVE It!



of people keep promotional products for one to more than four years!

Top Five Product Categories



Source: Promotional Products Association International: 2011 Sales Volume Study; Why End-Buyers Choose Promotional Products & Other Media; Effectiveness Of Promotional Products As An Advertising Medium; The Key Ingredient to Integrated Marketing

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