CONTENT MARKETING ► Grow Your Brand & Build Business

Presented By:
Kim R. Todora
PPAI Communications & Branding Strategist

SENSORY ENGAGEMENT.
The only advertising medium that can touch all five senses, plus a sixth, the sense of ownership.
### Advertising & Marketing Silos

<table>
<thead>
<tr>
<th>Advertising &amp; Marketing Silo</th>
<th>2016 ($)</th>
<th>2017 ($)</th>
<th>% Change</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television Advertising</td>
<td>$84.70</td>
<td>$83.80</td>
<td>-1.0%</td>
<td>11</td>
</tr>
<tr>
<td>Direct Marketing</td>
<td>$83.60</td>
<td>$83.35</td>
<td>-0.3%</td>
<td>10</td>
</tr>
<tr>
<td>Online/Email/Video/Mobile Ads &amp; Marketing</td>
<td>$83.65</td>
<td>$80.79</td>
<td>-3.4%</td>
<td>18</td>
</tr>
<tr>
<td>Branded Entertainment</td>
<td>$83.66</td>
<td>$77.96</td>
<td>-6.9%</td>
<td>6</td>
</tr>
<tr>
<td>Promotional Advertising</td>
<td>$73.07</td>
<td>$76.20</td>
<td>4.4%</td>
<td>9</td>
</tr>
<tr>
<td>Online Advertising</td>
<td>$61.83</td>
<td>$63.16</td>
<td>2.2%</td>
<td>13</td>
</tr>
<tr>
<td>Newspaper Advertising</td>
<td>$17.81</td>
<td>$16.09</td>
<td>-9.7%</td>
<td>14</td>
</tr>
<tr>
<td>Radio Advertising</td>
<td>$15.81</td>
<td>$15.75</td>
<td>-0.4%</td>
<td>12</td>
</tr>
<tr>
<td>Public Relations &amp; Direct Mail Marketing</td>
<td>$15.80</td>
<td>$15.97</td>
<td>1.1%</td>
<td>11</td>
</tr>
<tr>
<td>Content Marketing</td>
<td>$12.35</td>
<td>$13.94</td>
<td>13.5%</td>
<td>3</td>
</tr>
<tr>
<td>Magazine Advertising</td>
<td>$16.98</td>
<td>$15.36</td>
<td>-9.7%</td>
<td>10</td>
</tr>
<tr>
<td>Out-of-Home Ads &amp; Mirrors</td>
<td>$4.64</td>
<td>$4.76</td>
<td>2.6%</td>
<td>1</td>
</tr>
<tr>
<td>Display Ad Network</td>
<td>$6.48</td>
<td>$7.10</td>
<td>10.1%</td>
<td>5</td>
</tr>
<tr>
<td>Local Directory Advertising</td>
<td>$6.56</td>
<td>$5.46</td>
<td>-18.3%</td>
<td>12</td>
</tr>
<tr>
<td>Direct Marketing</td>
<td>$0.00</td>
<td>$0.00</td>
<td>0.0%</td>
<td></td>
</tr>
<tr>
<td>Store Advertising</td>
<td>$0.00</td>
<td>$0.00</td>
<td>0.0%</td>
<td></td>
</tr>
<tr>
<td>TOTAL ADVERTISING &amp; MARKETING</td>
<td>$455.95</td>
<td>$470.50</td>
<td>2.8%</td>
<td></td>
</tr>
</tbody>
</table>

*Source: PQ Media's Global Advertising & Marketing Revenue Forecast 2017-21*
WHAT'S TRENDING.

- Wearables 35.8%
- Drinkware 8.4%
- Writing Instruments 6.6%
- Bags 6.3%
- Technology 5.6%

TRENDSPOTTING

- Events & Employee Relations (18.5%)
- Brand Awareness (12.9%)
- Gifting (12.7%)
- Trade Shows/Events (10.7%)
- Employee Service Awards (6.7%)
- Distribution Programs (6.7%)
WHAT DO CONSUMERS REALLY THINK?

Ad-Blocking & Avoidance
- 80% avoid online video ads
- 66% don't watch TV commercials
- 57% ignore digital ads
- 50% discard direct mail
- 48% skip print ads
- 45% delete email marketing
- 40% don't listen to radio commercials
- 38% block mobile ads
- 35% discard
- 20% discard
- 80% pass-along promotional products

WE ARE INVESTED IN YOU.

Get In Touch!

Get In Touch! is a call to action for buyers to get in touch with you, the promotional professional, get in touch with clients and consumers, and get in touch with the only advertising medium you can touch.

About Get In Touch!

The #GetInTouch campaign positions promotional products in situ as an advertising medium like no other. The campaign’s tagline, ADVERTISING THAT LIVES ON, reminds the viewer that the use of promotional products lasts longer than any other medium.
PPAI is working in partnership with the industry to educate buyers with integrated local marketing strategies & tool kits.

- PESO: paid, earned, shared & owned media
- Campaign ads, infographics and videos
- Client conversation starters
- Tool Kits, Customizable Graphics & Artwork

We Are Invested In You.
Broadcast Spot with Co-op Trailer: 60

- Program Design
- Effectiveness
- Delivery
- Product Quality
- Product Safety

*Price should only be the deciding factor when value is equal to zero.

ADVOCATE FOR THE INDUSTRY
advocate.ppai.org
CONSUMERS LOVE PROMOTIONAL PRODUCTS.

Consumers across all generations rated promotional products as the #1 most effective advertising medium to provide an incentive to take action.

Promotional products are the only advertising medium for which people say “Thank You!”

The most valuable forms of marketing are consumed voluntarily.
You can no longer market at people.
You must market with them.

— Seth Godin

Advertising should make an impression on a person, not just serve an impression to a person.
Steps to Download SAGE® Mobile™

1. Download SAGE Mobile™ on your mobile device.
2. Select Tradeshows from the menu bar on the left.
3. Select Expo East.
4. Select the Schedule icon → Education tab.
5. Select this session title → Tap the Rate & Review area.
6. Select the Rate & Review area (if available).
7. Be sure to provide comments.

**Automatically Entered Into A Raffle To Win A Bulova Watch**
One winner selected on Tuesday & one on Wednesday.

Any Questions?
Here is my contact info:

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