An imprinted PRODUCT used to PROMOTE products, services or a BRAND

PROMOTIONAL PRODUCTS | a.k.a.
► Premiums & incentives
► Advertising specialties
► Giveaways
► Awards & prizes
► Commemoratives or keepsakes
► Gift with purchase
► Corporate gifts

$24.7 Billion Industry
A Decade of Consecutive Growth

$19.4B $18.1B $15.6B $16.6B $17.7B $18.5B $19.8B $20.0B $20.8B $21.3B $23.3B $24.7B


Industry A Decade of Consecutive Growth
SENSORY ENGAGEMENT.

The only advertising medium that can touch all five senses, plus a sixth, the sense of ownership.

ADVERTISING EXPENDITURES.

- Ranked 6th In Expenditures
- 5th Fastest Growing*

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

Advertising & Marketing Silo 2016 ($B) 2017 ($B) % Change Rank

- Television Advertising $94.70 $93.80 -1.0% 11
- Direct Marketing $83.60 $83.35 -0.3% 10
- Pure-Play Internet & Mobile Adv. & Marketing (a) $53.61 $60.12 12.1% 4
- Branded Entertainment $53.68 $57.68 7.4% 6
- Promotional Marketing $53.52 $55.16 3.1% 8
- Promotional Products $23.30 $24.70 6.27% 5
- Newpaper Advertising $17.81 $16.09 -9.7% 14
- Radio Advertising $15.91 $15.87 -0.2% 9
- Public Relations & Word-of-Mouth Marketing $13.66 $15.57 14.0% 2
- Content Marketing $12.35 $13.94 12.8% 3
- Local Broadcasting $8.49 $8.47 0.1% 7
- Online Video Advertising $8.65 $9.47 9.3% 1
- Local Direct Marketing $8.65 $8.96 3.5% 10
- Email Advertising/Emails $6.58 $6.92 5.3% 13
- TOTAL ADVVERTISING & MARKETING $455.95 $470.52 3.2%
WHAT'S TRENDING

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

SOCIAL ENGAGEMENT & REWARD PROGRAMS
TRENDING PROGRAMS:

- Events & Employee Relations (18.5%)
- Brand Awareness (12.9%)
- Gifting (12.7%)
- Trade Shows/Events (8.7%)
- Employee Service Awards (6.7%)
- Distribution Programs (6.7%)

RECRUITMENT & RETENTION

ROCK STAR RECOGNITION
AWARDS & RECOGNITION PROGRAMS

WHAT DO BUYERS SAY?

65% highly effective
88% recommend

What do consumers say?
- 83% more likely to do business with the advertiser
- 33.4% higher recall than other media
- 96% of the NextGen looked up the company after receiving a promotional product
HOW BUYERS USE THEM

- 79% for stand alone campaigns
- 69% use them in conjunction with other media

SPORTS MARKETING

EVENT ENGAGEMENT
DO THEY GET RESULTS?

Promotional Products Increased:

- Good will
- Brand recall
- Customer acquisition
- Response rates
- Website visits/click throughs
- Market share
- Fundraising
- ROI
Collaborative Brand Experiences

The Consumer.

What do consumers think?

▶ 83% had a more favorable impression of the advertiser after receiving a promotional item

▶ 88% of the NextGen had a more favorable impression of the advertiser
WHERE DO CONSUMERS KEEP THEM?

- 78% keep them in their home
- 48% on or with them
- 34% keep them in a vehicle
- 30% keep them at work
REACTION

- 79% look up the brand
- 87% of the NextGen look up the brand
- 83% more likely to do business with the brand
- 88% of the NextGen are more likely to do business with the brand

WHAT DO CONSUMERS REALLY THINK?

Ad-Blocking & Avoidance
- 68% avoid online video ads
- 66% don’t watch TV commercials
- 57% ignore digital ads
- 50% discard direct mail
- 48% skip print ads
- 46% delete email marketing
- 46% don’t listen to radio commercials
- 38% block mobile ads
- 20% discard
- 80% pass-along promotional products

POP CULTURE
ENHANCE ENGAGEMENT & EMBED MEASUREMENT

LEVERAGE LIFESTYLE & BRAND LOYALTY

Program Design
Effectiveness
Delivery
Product Quality
Product Safety

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

THE BITTERNESS OF POOR QUALITY REMAINS LONG AFTER THE SWEETNESS OF LOW PRICE IS FORGOTTEN.
CONSUMERS LOVE PROMOTIONAL PRODUCTS.

Consumers across all generations rated promotional products as the 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.

Thank You!

PPAI
Steps to Download SAGE® Mobile™

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3. Select Expo East
4. Select the Schedule icon → Education tab
5. Select this session’s title → Tap the Rate & Review area
6. Select stars to rate the session (5 is excellent)
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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