



Impact of Promotional Products

- **Recall Rate**

- Banner Ads – 27%
- Print & TV ads – 53.5%
- Promotional Products – 76.1%

Source: Hope Hopkins; *Why T-Shirts & Pens Can Out-do TV & Internet*, 2006

- **Long-lasting/Repeat Exposure**

- 73% use item at least once a week
- 45.2% use item at least once a day

Source: L.J research, *DWF Airport Study*, 2004

- **Increase in Company Image**

- 52.1% more favorable impression of advertiser since receiving item
- 76.3% had favorable attitude towards company that gave them the item

Source: L.J research, *DWF Airport Study*, 2004 and *Georgia Southern University Study*, 2000

- **Increase in Referrals**

- 500% more referrals when offering a promotional product incentive

Source: *Louisiana State University and Glenrich Business Study*, 2005

- 15% more likely to provide leads after receiving a promotional product
- 22% more referrals than those who did not give out free gifts

Source: *Baylor University, Mary Kay Study*, 1993

- **Generation of Business**

- 52% of participants did business with the advertiser after receiving the promotional product.
- Of those who had not done business with product almost half stated they were more likely to do business with the company.

Source: L.J research, *DWF Airport Study*, 2004

- **Higher Recall**

- 76.1% recall name of advertiser of the promotional product they received in the past 12 months vs. 53.5% could recall advertiser in magazine or newspaper
- 71.6% of tradeshow attendees remembered the name of the company that gave them the product

Source: *Georgia Southern University Study*, 2003

- **Greater Reach**

- 71% of travelers at DFW reported receiving a promotional product in past 12 months
- 33.7% of this group had the item on them
- 55% of participants kept the item for more than a year
- 22% of participants kept the item for at least six months

Source: L.J research, *DWF Airport Study*, 2004