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Human Resources Professionals Cite Effectiveness Of Promotional Products In Awards And Recognition Programs

Irving, Texas (August 18, 2008) In an increasingly tough economy, employers are challenged to find creative, yet inexpensive ways to recognize and reward employees. To find out how human resources professionals are meeting the challenge, **Promotional Products Association International (PPAI)** surveyed attendees at the Society of Human Resource Managers (SHRM) Show in Chicago, Illinois, June 21-24, 2008.

The results of the PPAI survey demonstrate that human resources professionals find promotional products very effective components of awards and recognition programs. **Eighty-three percent** of respondents who have rewards and recognition programs in place report using promotional products in those programs. And more than **72 percent** of those respondents stated that promotional products are either “**extremely effective**” or “**effective**” in motivating, rewarding and recognizing employees.

The most commonly cited uses of promotional products in awards and recognition programs include:

- Employee Service Awards—used by 50.4 percent of respondents
- Anniversary Recognition Programs—used by 52 percent of respondents
- Motivating Specific Behaviors—used by 40 percent of respondents
- Employee Referral Programs—used by 23 percent of respondents
- Improving Teamwork—used by 27 percent of respondents
- Reinforcing Organizational Values—used by 21.5 percent of respondents
- Programs Involving Exceeding Sales Targets—used by 26 percent of respondents
- Employee Training—used by 29.3 percent of respondents

“In awards and recognition programs, promotional products are simply a tangible way of saying thank-you,” said Stan Breckenridge, MAS, PPAI Chairman of the Board. “And in such a competitive marketplace, where retaining employees can be challenging, a few thank-you’s can go a long way in creating and maintaining an efficient and collaborative work environment where employees feel involved and motivated.”

The three most commonly used promotional products in award and recognition programs are:

- Wearables: t-shirts, golf shirts, jackets and logoed shirts were most commonly mentioned
- Recognition Awards: plaques and pins were most commonly mentioned
- Writing Instruments: pens were most often mentioned

The top five ways HR professionals measure the success of the use of promotional products in their rewards and recognition programs are:

- 39.4 percent of HR professionals use employee surveys
- 25.1 percent track employee turnover
- 25 percent track sales growth
- 24 percent track productivity
- 16 percent use customer surveys

The survey garnered a 2.16-percent response rate. Of the 19,654 attendees, 425 responded to the survey. The margin of error for the survey was +/-4.7 percent at the 95-percent confidence level. What this means is that if you conducted the same survey 100 more times, 95 out of the 100 administrations should yield results within +/- 4.7 percent of the current response percentages in the survey. Respondents were given promotional products upon completion of the survey and their names were entered into a drawing for a chance to win an iPod.

For more details about this study, please contact Anne Lardner at 972-258-3041 or AnneL@ppai.org.

Promotional products are an essential element in the marketing mix. Adding your message to a tangible product turns an ordinary message into a marketing experience your audience can see, touch, hear, smell and even taste. Promotional products are the only way to make a sensible—and memorable—impression. For more information about Promotional Products Association International (PPAI) or to learn more about the proven power of promotional products (including research and case studies), visit the PPAI website at www.ppai.org or contact PPAI at 972-258-3041 or PR@ppai.org.

PPAI—the promotional products industry's only international not-for-profit trade association—offers education, tradeshow, business products and services, mentoring, technology and legislative support to its more than 7,500 global members. Promotional products are more than a \$19.4 billion industry and include wearables, writing instruments, calendars, drinkware and many other items, usually imprinted with a company's name, logo or message. PPAI created and maintains the UPIC (Universal Promotional Identification Code), the industry's only free identification system and universal company database.

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