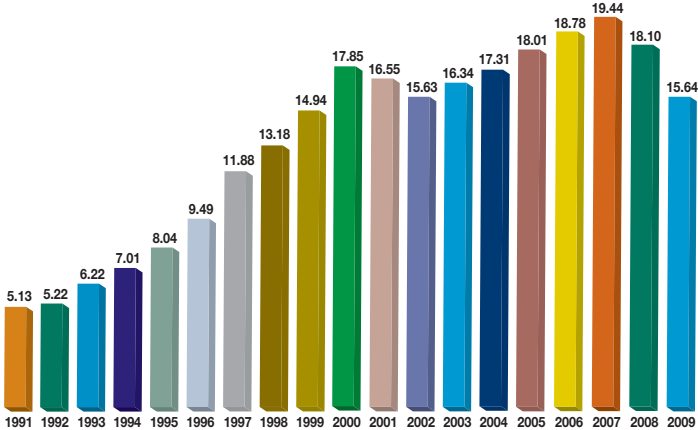


## How Big Is The Promotional Products Industry?

More than **\$15.6 billion**, according to the 2009 *PPAI Estimate of Promotional Products Consultants Sales*. This annual study is sponsored by PPAI and conducted by researchers at Louisiana State University and Glenrich Business Studies.

Industry Sales Volume In Billions



## What Are Promotional Products?

Items used to promote a product, service or company program including advertising specialties, premiums, incentives, business gifts, awards, prizes, commemoratives and other imprinted or decorated items.

### Top Ten Buyers

- Education
- Financial
- Not-For-Profit
- Healthcare
- Construction
- Trade & Professional Associations
- Real Estate
- Government
- Professionals: Doctors, Lawyers, CPAs, etc.
- Restaurants & Bars

Source: PPAI 2007 Study: *Top Buyers Of Promotional Products*

### Top Ten Uses

- Brand Awareness
- Tradeshows
- New Customer/Account Generation
- Dealer/Distributor Programs
- Public Relations
- Employee Relations & Events
- Not-For-Profit Programs
- New Product/Service Introduction
- Employee Service Awards
- Customer Referrals

Source: 2009 PPAI Program Category Study

## Promotional Products: Key To Integrated Marketing

Adding a promotional product to the media mix generated favorable attitudes toward a print ad in all cases (up to 44%). The use of a promotional product as the advertising medium alone achieved maximum impact, up to 69% increasing brand interest and 84% in creating a good impression of the brand.\*

\* Source: 2006 study of 18-34 year olds conducted by researchers at Louisiana State University and the University of Texas at San Antonio.

## What Is PPAI?

Promotional Products Association International is the only international not-for-profit trade association for the promotional products industry. The Association offers education, technology, tradeshows, business products and services, and legislative support to its more than 7,500 global member companies. In 2003, PPAI celebrated 100 years of service to the promotional products industry and its members, making it one of the oldest trade associations in the United States.

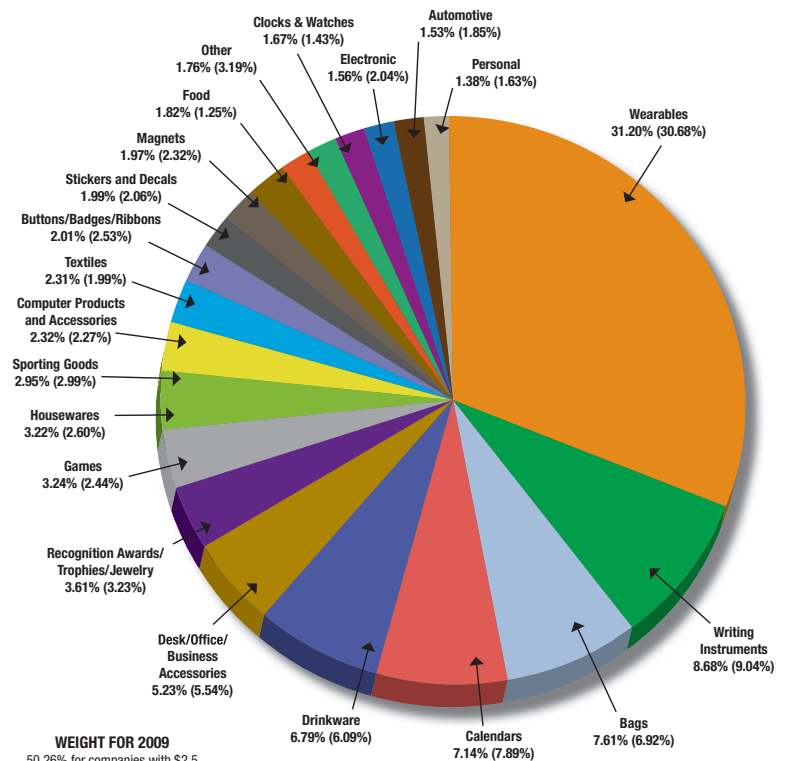
## What Is The Value Of A Promotional Product?

Because the products are useful and appreciated by recipients, they are retained and used, repeating the imprinted message many times without added cost to the advertiser.

## How Is The Industry Structured?

- A **promotional consultant** develops solutions to marketing challenges through the innovative use of promotional products and is a resource to corporate buyers, marketing professionals and others wanting to increase brand awareness, tradeshaw traffic, employee retention and more. There are more than **22,000 promotional consultant** firms in the industry. To find one in your area, use the search tool at [www.promoideas.org](http://www.promoideas.org).
- **Suppliers** manufacture, import, convert, imprint or otherwise produce or process products offered for sale through promotional products consultants. There are more than **4,100** supplier companies in the promotional products industry.

2009 SALES BY PRODUCT CATEGORY  
(2008 FIGURES IN PARENTHESES)



#### WEIGHT FOR 2009

50.26% for companies with \$2.5 million or more in sales  
49.74% for companies with less than \$2.5 million in sales

Note: Percentages may not add up to 100% due to rounding error.

Source: 2009 PPAI Product Category Study

## Reach:\*\*

- Of an audience consisting of the average American consumer, (44%) reported receiving a promotional product in the last 24 months.
- What's more, 90.4% reported either currently owning or possessing a promotional product received within the last 24 months.

## Recall:

- 89% of consumers surveyed could recall the name of the advertiser on a promotional product they received in the past 24 months
- 76.2% could recall the advertiser, the message and the promotional product received

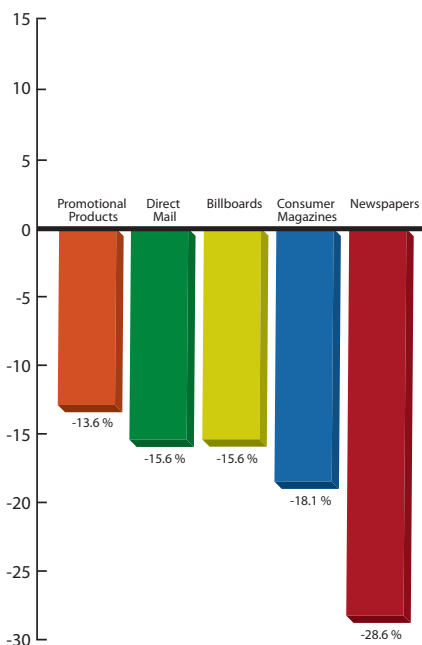
## Response:

- 83% of respondents like receiving a promotional product with an advertising message
- 48% would like to receive promotional products more often
- 69% generally keep the promotional product if they have a use for it
- 36% generally give the product to others if they have no use for it—ensuring additional exposure for the advertiser
- 35% generally keep the product if they like the advertiser

## Promotional Products Share Of The Advertising Pie

In 2009, the promotional products industry sales volume dropped to \$15.64 billion—a direct reflection of the tough economy that affected advertising media across the board. However, the percentage of decrease in the promotional products industry was significantly less than traditional media.

### Percentage Of Decrease In Expenditures By Various Advertising Media Since 2008



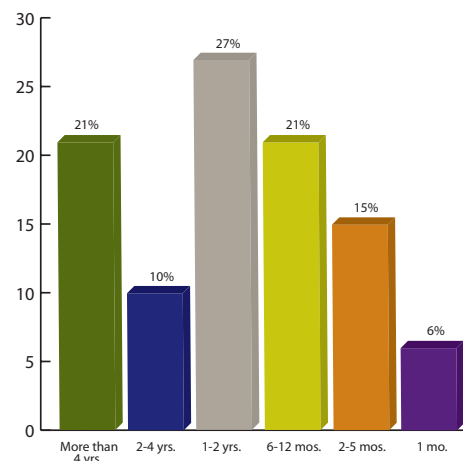
Expenditures for selected advertising media and promotion methods were compiled for Promotional Products Association International by Richard Alan Nelson, PhD, Louisiana State University, and Rick Ebel, Glenrich Business Studies. Sources include American Business Media/Business Information Network, Direct Marketing Association, Cable TV Advertising Bureau, Interactive Advertising Association, Newspaper Association of America, Outdoor Advertising Association of America, PQ Media, Publishers Information Bureau, Radio Advertising Bureau, Television Advertising Bureau, Veronis Suhler Stevenson.

\*\* Source: PPAI 2009 Study: *Effectiveness of Promotional Products As An Advertising Medium*

\*\*\* Source: PPAI 2005 Study: *Promotional Products Impact On Brand/Company Image* Conducted by Georgia Southern University

## Repeated Exposure\*\*

### Amount Of Time Promotional Products Are Generally Kept



58% of respondents keep a promotional product anywhere from one year to more than four years. Even if the recipient uses the item only once per week, that's a minimum of 52 impressions made over the course of a year with the possibility of more than 208 during a five-year window.

## Positive Impact On Brand Image

Recipients of promotional products have a **significantly more positive** opinion of a business through:

- More positive overall image
- More positive perception of the business
- Higher likelihood of recommending the business
- Higher likelihood of patronizing the business \*\*\*

## Preferred Location For Business Information\*\*

- 52% of respondents look to their wall calendar (an additional 12% use a desk calendar) when they need to check the date/day of the week
- 50% of respondents turn to their personal address book (rather than online or yellow pages) to look up information for their important service providers such as family physicians and insurance agents
- 42% of respondents prefer to have the information for their favorite pizza delivery restaurant on a magnet on their fridge
- 23% of respondents prefer to have their vet's information on a refrigerator magnet