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NEW STUDY PROVES ADDING PROMOTIONAL PRODUCTS INCREASES FAVORABILITY RATINGS TOWARD ADS

Full Study “Promotional Products Are Key Ingredient in Integrated Marketing” Now Available

Irving, Texas, (March 13, 2007) How can you sell more pizzas? By incorporating promotional products into advertising campaigns says a new study by Promotional Products Association International (PPAI) that proves promotional products are a key ingredient in integrated marketing. The full results of this new study are now available.

Participants in the study were exposed to advertising for pizza via three mediums: television commercial, print ad and promotional product. A key finding of the study was that adding a promotional product to the media mix generated **favorable attitudes toward the ad in all cases** (up to 44 percent). And in some instances, the use of a promotional product as the advertising medium alone achieved maximum impact—up to **69 percent increasing brand interest** and **84 percent in creating a good impression of the brand**.

A study of 18-34 year olds, the most sought-after demographic group in terms of advertising dollars, was conducted exclusively for PPAI by researchers at Louisiana State University and the University of Texas at San Antonio. The study, which was performed in a controlled environment, measured the:

- Credibility of the advertisement
- Attitudes toward the product, advertisement and promotional product
- Product purchase intention
- Referral value
- Impressions of the advertisement
- Perceptions about the product

“It’s gratifying to see hard data prove what we as an industry have known for years,” said Steve Slagle, CAE, PPAI president and CEO. “Promotional products continue to grow in popularity because, simply put, they work. Promotional products are the only advertising medium capable of engaging all five senses. When used as a key element in the marketing mix, promotional products create a more positive outlook toward the ad and the brand.”

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Based on the results of the study, researchers found that while the print ad came in first overall, respondents preferred promotional products as an advertising medium rather than television ads.

- Respondents had a more positive attitude toward the ad when exposed to advertising via a promotional product rather than the television commercial (**41 percent to 18 percent**).
- They had a more positive attitude toward the product as a result of the promotional product rather than the television ad (**20 percent to 16 percent**).
- Message credibility was higher with the promotional product than with the television ad (**54 percent to 33 percent**).
- Intent to purchase was higher with the promotional product than with the television ad (**25 percent to 17 percent**).
- And the referral value was higher with the promotional product than with the television ad (**26 percent to 16 percent**).

The study conclusively demonstrates promotional products:

- May be effectively employed as a stand-alone advertising medium.
- Will effectively supplement other advertising media when added to the media mix.
- Are a source of useful information.
- Can enhance impressions of both brand and product.
- Can contribute to the consumer's intent to buy.

For more details about this study, click [HERE](#) or contact the PPAI Bookstore at bookstore@ppa.org and request **Product RS8037**. The full study is available to members for \$25, and non-members for \$40. 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.ppa.org or contact PPAI at 972-258-3041 or PR@ppa.org.

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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 an \$18 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.