



Why End Buyers Choose Promotional Products And Other Media

How Buyers Rate Media

Memorable. Flexible. Effective. End buyers know there's power in promotional products, which is why they continue to invest their advertising dollars in the only medium that reaches consumers on every level, in every way.

In a 2009 study of the advertising purchase habits of end buyers, participants continually ranked promotional products as their top advertising choice—over tv, newspapers and internet, among others—when comparing different media attributes.

Buyers Evaluated 8 Different Media Attributes And Promotional Products Ranked No.1 In the Following Areas:

- Ability to achieve **long-term memorability** at the cost of paying only for a single exposure
- **Flexibility** to fit the cost of the medium to **whatever budget is available**
- Ability to **bond audience to advertiser** so as to promote **repeat business**
- **Audience friendly** (i.e., not so likely to offend or be regarded as a nuisance)
- Ability to **generate traffic** (e.g., stores, tradeshow, events)

Promotional Products: Capabilities Most Desired

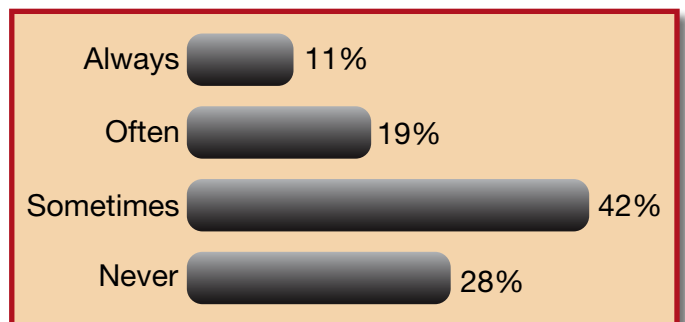
When asked to review 11 different attributes commonly associated with promotional products, end buyers ranked the following three as either important or very important.

- **Ability to reach target audiences efficiently** (no budget waste on non-prospects)
- **Flexibility to fit whatever budget is available**
- **Ability to promote customer/audience loyalty and repeat business**

Frequency Of Use

End buyers use promotional products frequently as indicated in our study. **Seventy-two percent** of end buyers use promotional products sometimes, often or always in their advertising, promotion or motivational campaigns.

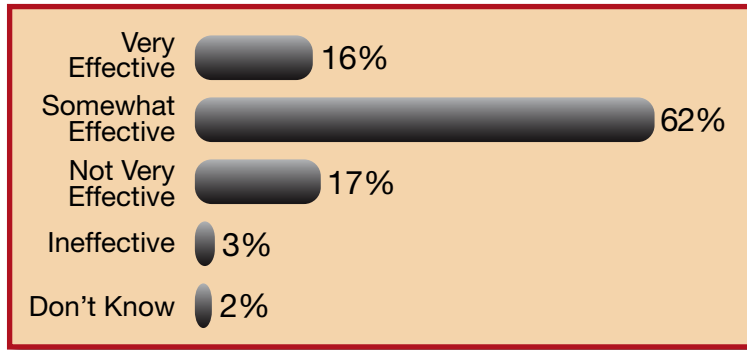
Table 1: Frequency Of Promotional Products Use



2009 study of 1,049 end buyers conducted by researchers at LSU and Glenrich Business Studies

Of those who use the promotional products medium always, often or sometimes, 78% state that it is somewhat effective or very effective in achieving the advertising, promotion or motivational objectives.

Table 2: How Effective Are Promotional Products In Achieving Your Advertising/Promotion/Motivational Objectives?



When evaluating the effectiveness of impressions by age demographics, we discovered 84.3% of 18-34 year olds believe promotional products are either very effective or somewhat effective. This opinion is shared by 82.4% of the 35-50 age group.

Conclusion

As one looks to advertise, promote or motivate intended targets with a messaged medium, it is easy to see that promotional products are a key element to effectively succeed with a campaign. They speak for themselves as more than seven out of 10 end buyers in our study use promotional products in their campaigns, and a solid majority of them rate the medium high in terms of effectiveness. Let promotional products speak for you.

To purchase the complete findings of this study, please contact the PPAI Resource Center at 888-I-AM-PPAI and ask for publication number RS8049.

Table 3: Promotional Products Effectiveness Evaluations By Age Group

Age Group	Very Effective	Somewhat Effective	Not Very Effective	Ineffective	Don't Know
18 - 34	25.5%	58.8%	9.8%	3.9%	2.0%
35 - 50	17.2%	65.2%	13.2%	2.9%	2.9%
Over 50	13.9%	60.4%	20.4%	1.9%	1.9%