

Motivate. Recognize. Reward.

A Study Of How HR Professionals Use The Power Of Promotional Products



Use Of Promotional Products In Rewards And Recognition Programs

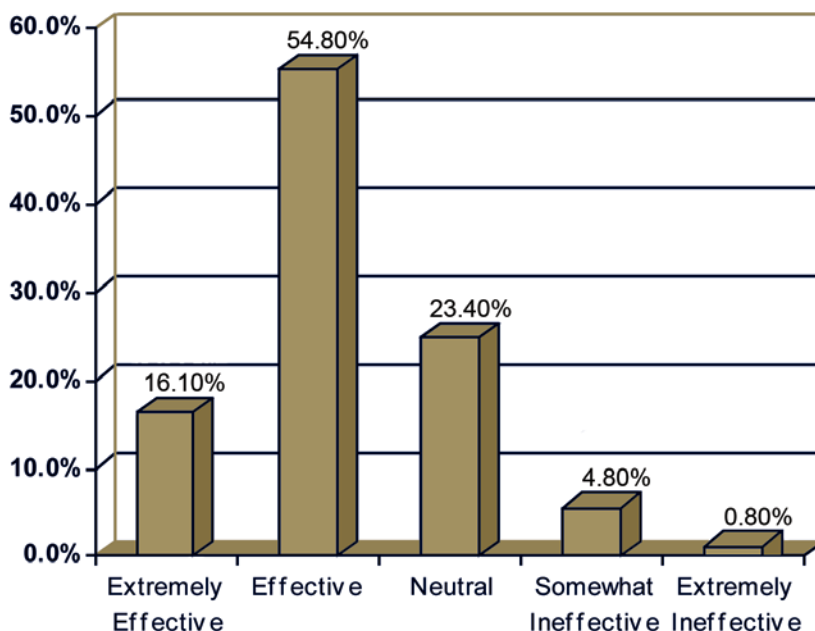
- 74% of those who had rewards and recognition programs in their company used promotional products in these programs

How Did They Use Promotional Products?

FIVE MOST CITED OBJECTIVES:

- **Employee Service Awards**—used by 59% of respondent companies
- **Anniversary Recognition Programs**—used by 59.1% of respondent companies
- **Motivating Specific Behaviors**—used by 45% of respondent companies
- **Reinforcing Organizational Values**—used by 34% of respondent companies
- **Improving Teamwork**—used by 31.1% of respondent companies

Effectiveness Of Use Of Promotional Products In Rewards And Recognition Programs



Success—

it works its way from the inside out. But how do HR professionals capitalize on this important business rule of thumb? They harness the power of promotional products.

Added to rewards and recognition programs in companies worldwide, leading HR specialists realize that promotional products serve as a vital component to the motivation of their employees. A boost in morale equates to a boost in the bottom line.

** 261 HR professionals were polled by PPAI during a June 2009 Society for Human Resource Management (SHRM) convention in New Orleans, Louisiana*

Demographics Of The Respondents:

SIZE OF COMPANY:

Number of Employees	%
100 or less.....	23.9
101 to 499.....	29.4
500 to 999.....	14.1
1,000 to 2,499.....	11.8
2,500 to 4,999.....	6.3
5,000 to 9,999.....	6.7
10,000 plus	7.8
Total	100.0

INDUSTRIES REPRESENTED:

Industries	%
Manufacturing	15.1
Healthcare.....	16.3
Finance/Insurance.....	10.4
Not-For-Profit	8.4
Public Administration	2.8
Retail Trade	3.2
Hospitality/Tourism	2.0
Professional	6.0
Wholesale Trade	1.2
Education	6.0
Utilities	2.4
Transportation/Warehousing4
Other	25.9
Total	100.1

WHO RESPONDED:

The attendees of the show consisted of:

HR Managers
 HR Generalists
 HR Directors
 VP HR
 Others (various)
 CEO's/COO's/CFO's

PPAI Research

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How Do HR Professionals Measure The Success Of Use Of Promotional Products In Their Rewards And Recognition Programs?

TOP FIVE METHODS:

- 52% of companies used employee surveys
- 34% of companies tracked employee turnover
- 28% of companies tracked customer retention
- 25% of companies tracked productivity
- 25% of companies tracked customer surveys

Three Most Commonly Used Promotional Products Used In Rewards And Recognition Programs:

Other than the most prevalent rewards such as cash and gift cards, respondents cited the following promotional products as those that are most commonly used:

- **Wearables:** T-shirts, jackets and logoed shirts
- **Recognition/Awards/Trophies/Jewelry:** Service plaques and pins
- **Writing Instruments:** Pens

How Do HR Professionals Budget For Promotional Products?

- 40% of respondents report that promotional products are included in the HR budget
- 12% report that they have a formal promotional products budget
- 21% report that it is part of the operating budget
- 15% report having no budget for promotional products and buy them as needed
- 12% do not know

Ad Budgets And The Effect Of The Recession

