

A Profile Of The HR Industry Buyer...

How Human Resource Professionals Use Promotional Products



Use Of Promotional Products In Rewards And Recognition Programs

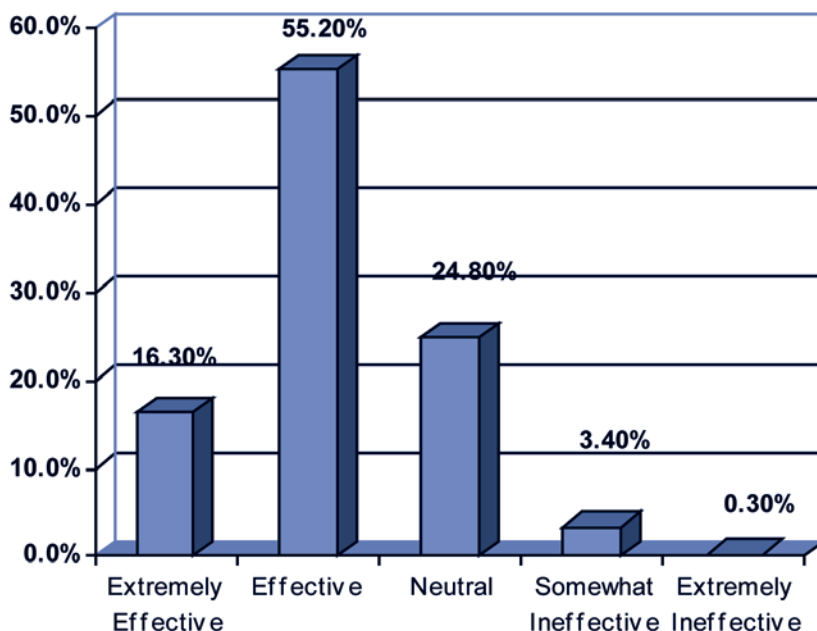
- 75% of those who had rewards and recognition programs in their company used promotional products in these programs

How Did They Use Promotional Products?

FIVE MOST CITED OBJECTIVES:

- **Employee Service Awards**—used by 62% of respondent companies
- **Anniversary Recognition Programs**—used by 54% of respondent companies
- **Motivating Specific Behaviors**—used by 43% of respondent companies
- **Employee Referral Programs**—used by 30% of respondent companies
- **Improving Teamwork**—used by 28% of respondent companies

Effectiveness Of Use Of Promotional Products In Rewards And Recognition Programs



Improved employee performance is **key to every organization's bottom line.**

To motivate employees, boost sales, increase productivity and improve customer service, smart companies offer recognition, awards and incentives.

So how exactly are promotional products used by HR professionals in various industries to achieve the desired outcomes? To find out, PPAI surveyed a sample of 587 human resource professionals at a June 2007 Society for Human Resource Management (SHRM) show in Las Vegas.

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Demographics Of The Respondents:

SIZE OF COMPANY:

Number of Employees	%
100 or less.....	12.5
101 to 499.....	30.4
500 to 999.....	12.8
1,000 to 2,499.....	12.1
2,500 to 4,999.....	11.8
5,000 to 9,999.....	8.0
10,000 plus	12.5
Total.....	100.0

While almost a third of the respondent companies had between 100 and 500 employees, there was a relatively even distribution of companies in the sample from the other categories presented in the table above.

INDUSTRIES REPRESENTED:

Industries	%
Manufacturing	17.0
Healthcare.....	10.4
Finance/Insurance.....	8.2
Not-For-Profit	7.3
Public Administration	6.6
Retail Trade	6.3
Hospitality/Tourism	5.4
Professional	3.8
Education	3.5
Utilities	1.9
Transportation/Warehousing	1.6
Automotive9
Wholesale Trade6
Total.....	100.0

WHO RESPONDED:

Position	%
HR Manager	28.9
HR Generalists.....	24.7
HR Director.....	20.1
VP HR	10.1
Other (various)	7.8
CEO/COO/CFO.....	3.2
Benefits Dept. Mgr.....	2.9
Regional HR Mgr.....	2.3
Total.....	100.0

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

TOP FIVE METHODS:

- 43% of companies used employee surveys
- 34% of companies tracked employee turnover
- 29% of companies tracked productivity
- 26% of companies tracked employee attendance
- 22% of companies tracked sales growth

Where Do HR Professionals Get Their Products?

- 31% reported that their company uses a promotional products distributor
- 10% did not know whether their source was a promotional products distributor or a manufacturer
- 12% get their products from a promotional products manufacturer
- 17% source promotional products from a catalog company

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

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

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

How Do HR Professionals Budget For Promotional Products?

- 54% of respondents report that promotional products are included in the HR budget
- 8% report that they have a formal promotional products budget
- 19% report that it is part of the operating budget
- 11% report having no budget for promotional products and buy them as needed
- 8% do not know