

Marketing Survey

Advertising Specialties Increase Sales and Deliver Better CPI than Other Marketing Media

Ad specialties, or promotional products, have been proven effective in *increasing sales and leads, generating goodwill, and improving Marketing ROI* (return on investment).

According to a survey of 618 business people*

- **62%** of the participants did business with the advertiser **AFTER** receiving the ad specialty.
- Of those who had not yet done business with the advertiser almost **one quarter** stated that they were more likely to do business with them in the future.
- In addition, **42%** of participants reported having a more favorable impression of the advertiser while virtually none indicated any negative feelings.
- Advertising Specialties deliver a better Cost Per Impression (CPI) than virtually any other media. With the average CPI of a promotional product equaling \$0.004, the CPI for advertising specialties beats all forms of media except billboards. But unlike billboards – with promotional products you can target and put your brand directly into your prospects' hands!

Top 5 Reasons to Give Advertising Specialties to your Customers

1. Instant brand recall. **84%** remembered the company providing them with the item.
2. Customers buy from the companies that give them promotional products. (**62% did business** with the company after receiving the item.)
3. **Lowest Cost** Per Impression of popular ad media.
 - The average CPI of an ad specialty is \$.004.
4. Great Impressions – 42% of customers had a **more favorable impression** of the company after receiving the item.
5. Frequent exposure – the typical product is **kept for 7 months** and many are used by your customers every business day!

Top 5 Items Generating Business from Recipient

| | Total |
|--------------------|-------|
| Recognition-Awards | 77% |
| Other Apparel | 72% |
| Shirts | 70% |
| Bags | 68% |
| Caps | 67% |

Top 5 Items Encouraging Future Business from Recipient

| | Significantly/Somewhat More Likely (net) | No Change | Significantly/Somewhat Less Likely (net) |
|-----------------------|--|-----------|--|
| Recognition – Jewelry | 38% | 57% | 0% |
| Calendars | 36% | 61% | 2% |
| Recognition – Awards | 27% | 73% | 0% |
| Bags | 26% | 74% | 0% |
| Writing Instruments | 23% | 76% | 0% |

Top 5 Items Creating Favorable Impression with Recipient

| Impression of Advertiser After Receiving the Item | More Favorable | No Change | Less Favorable |
|---|----------------|-----------|----------------|
| Bags | 53% | 47% | 0% |
| Shirts | 49% | 49% | 2% |
| Caps | 45% | 55% | 0% |
| Other Apparel | 44% | 56% | 0% |
| Glassware/Ceramics | 39% | 61% | 0% |

Cost Per Impression of Major Media Channels

| Type of Media | Cost Per Impression |
|-----------------------------|---------------------|
| National Magazine | \$0.033 |
| Newspaper Ad (1/2 page BW) | \$0.0192 |
| Prime Time TV | \$0.019 |
| Cable TV | \$0.007 |
| Syndicated (Day) TV | \$0.006 |
| Spot Radio | \$0.005 |
| PROMOTIONAL PRODUCTS | \$0.004 |
| Billboard (City/National) | \$0.003 |

* Advertising Specialties Impact and Exposures Study - October 2008 Final Report

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