

Writing instruments are the most-frequently used promotional product.		Promotional Products deliver a better cost per impression than most other media.		People ages 45 to 54 own the most promotional products.
	Women prefer writing instruments more than men do, while men favor shirts.		Los Angeles has the highest average number of promotional items owned, at 12.7	
Montreal residents favor shirts more than residents of other large cities.		At over 1,000 bags have the highest number of impressions in a month		83% in the U.S. say they can identify the advertiser on a promotional item they own.
	41% in the U.S. say their opinion of the advertiser is more favorable after receiving a promotional product.		63% of Britons have received and kept a pen in the last 12 months	

Global Advertising Specialties

Impressions Study

Cost per Impression

- With the exception of Recognition-Awards, the cost per impression of ad specialties is very low, at only \$0.005 per impression.
- Promotional Products are less expensive per impression than other media.
- The investment in advertising specialties is modest, more targeted and achievable by smaller business than other forms of advertising.

- Great Britain has the highest cost per impression, mostly due to the difference in promotional product costs.

Cost per Impression: All Countries (in \$U.S.)	
Syndicated (Day) TV ⁽¹⁾	\$0.005
National Magazine ⁽¹⁾	\$0.045
Billboard ⁽²⁾	\$0.002
Internet ⁽⁴⁾	\$0.003
Prime Time TV ⁽¹⁾	\$0.018
Cable TV (Prime Time) ⁽¹⁾	\$0.005
Spot Radio ⁽¹⁾	\$0.058
Newspaper ⁽³⁾	\$0.029
<small>1) Source: 2010 The Nielsen Company. Numbers derived by ASI from data provided by Nielsen. (2) Source: Outdoor Advertising Association of America (3) Source: Columbus Dispatch (4) Source: AdAgeOnline.com</small>	

Average Cost per Impression			
United States	Canada	Great Britain	Australia
\$0.005	\$0.004	\$0.008	\$0.005

Product Types

- The most commonly owned promotional products among U.S. respondents are writing instruments (46%), followed by shirts (38%) and calendars (24%).
- Canadians and Australians are more likely than respondents from any other country to have caps, 22% and 24%, respectively.
- In the past 12months, 63% of those from Great Britain have received and kept a pen, and 29% of Australians have received a calendar.

Usage

- Writing instruments are used the most often, 18.2 times per month in the U.S.
- In Canada, caps are worn 5.8 times per month, the most of any country.

Contacts

- Bags have the highest average number of contacts when used each month, particularly in the U.S., where 187 see the item when used.
- Shirts also have a high number of contacts, with 113 in the U.S. and over 140 in Canada and Great Britain.
- Caps have a high number of contacts, particularly in Canada, where 173 see the item when it is used.

Impressions

United States

- Bags have the highest number of impressions per month, with 1,078.
- Wearables (shirts, caps, jackets) as a group generate the highest number of impressions.
- The average length of time a respondent kept a promotional product is 5.4 months.

CANADA

- Caps generate the highest number of impressions per month, with 1,007 each time the item is worn.
- Jackets generate 579 impressions in Canada, over twice what is generated in the U.S.
- On average, promotional products are held for 5.7 months.

GREAT BRITAIN

- In Great Britain, jackets generate the highest number of impressions per month, at 544
- Bags come in a close second with 524 impressions per month.
- Promotional products are kept an average of 4.9 months, the shortest amount of any of the countries

AUSTRALIA

- As in Canada, caps generate the highest number of impressions per month, with 826.
- Conversely, bags generate the lowest of any country in the study.
- Promotional products are kept an average of 5.5 months, very similar to the U.S. and Canada.

Ability to Identify Advertiser

- 83% in the U.S. indicated they could identify the advertiser on a promotional item they own.
- Britons feel they have the best memory, as 94% thought they could identify the advertiser on an item.
- As one would expect, items that are the most frequently used have the highest advertiser recall. Glassware/ceramics (87%) and shirts (86%) have the highest recall.

Familiarity With Advertiser

- 78% of U.S. respondents indicated they were familiar with an advertiser before they received the item.
- Glassware/ceramics have advertisers that were the most familiar, as 87% indicated they knew the advertiser prior to receiving the item.
- Canadians are most likely to be familiar with the advertisers on their jackets, as 97% said they were familiar, while 92% of Australians were familiar with shirt advertisers.

Impressions of Advertiser

- 47% of Canadian respondents indicated their impression of the advertiser was more favorable after receiving a promotional product.
- 60% of respondents in the U.S. have done business with the advertiser after receiving an item.
- Among those who had not done business already, 27% in the U.S. thought it likely they would. In Canada, this was ten percentage points higher, at 37%.

Fate of Items Not Planned to Keep

- After receiving a promotional product they don't plan to keep, nearly two-thirds (62%) of respondents in the U.S. indicated that they give the item to someone else.
- Australians are the most likely to give the item to someone else, according to 68% of respondents.

Number of Promotional Products Owned

- U.S. residents have the most promotional products (9.6), while Australians have the least (8.3).

Importance of Brands

- Brands are important to over one-half (57%) of respondents in the U.S. However, only 18% consider them very important.
- Australians are the least impressed by brands, with 49% indicating they were not important at all, and only 7% stating they were very important.

Gender

- Males are more likely than females to own shirts and caps, while females are more likely than males to have bags, writing instruments, calendars and health and safety products.
- Females are more inclined than males to give away a product they don't plan to keep, 68% to 56%, respectively.
- On average, males own more promotional products than females, 9.6 items vs. 8.9 items.

Metro Areas

- Nearly one-half (44%) of those in Chicago have shirts; the same percentage of those in Los Angeles have writing instruments, while a quarter (24%) of Chicago residents have bags.
- Food items are particularly prevalent in New York and Montreal, 37% and 25%, respectively.
- Los Angeles has the highest average number of items owned, at 12.7.

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