

ASI® Catalogs

Catalogs Drive End Buyer Purchasing Decisions

Users reveal preferences for paper, pricing and products

Key Findings

In a recent study of catalog effectiveness, the Advertising Specialty Institute, ASI, found that **91% of recipients take action as a result of a product they noticed in a catalog, with nearly half (49%) purchasing an ad specialty item.**

Further, the study revealed a strong user preference for paper catalogs for reading, pass-along and idea generation. 87% of end-buyers reported that they enjoyed reading paper catalogs with **64% noting their preference to paper over electronic catalogs.**

The study was commissioned to quantify end buyer perceptions about promotional product catalogs, as well as the relationship between the catalogs and the distributor who supplied them.

The results of the study clearly demonstrate to distributors and suppliers that catalogs are as important as ever in the advertising specialty industry and that end buyers hold them in high regard as marketing resources.

See it. Want it. Buy it.

Catalogs lead to action. **91% of those polled took action based on an item found in a catalog** including: purchasing, requesting samples and asking for additional information. Nearly half of the respondents reported purchasing a product in the last year or requesting a sample (49% and 46% respectively). Additionally, **74% feel catalogs encourage them to buy promotional products or awards.**

There was almost universal agreement among end-buyers that catalogs should include a wide variety of prices (93%) and products from different vendors (86%). It's also critical that catalogs carry a distributor's contact information so that items can be ordered. 90% of respondents noted that the catalogs they used were imprinted with contact and ordering information.



ASI Catalogs

And Now For Something Completely Different

In an industry ripe with creativity paging through catalogs packed with hundreds of products sparks creativity in the minds of end-buyers, leading to fresh ideas and new ways of generating sales. **Nearly all survey respondents (95%) indicated that catalogs provide them with creative ideas.**

Green is Gold

It's expected that the current marketplace for consumers who buy based on their personal, social and environmental values will grow by \$845 billion by 2015. Not surprisingly, nearly two-thirds of those surveyed by ASI, or **63%, said that catalogs featuring "green" products are interesting to them.**

Paper or ... Paper?

Perhaps one of the most surprising results of the study was the clear indication from end buyers that paper, not electronic, catalogs are the media of choice.

93% use a paper catalog when making a purchasing decision

88% felt paper catalogs helped generate ideas

69% felt looking at paper catalogs was easier than electronic catalogs

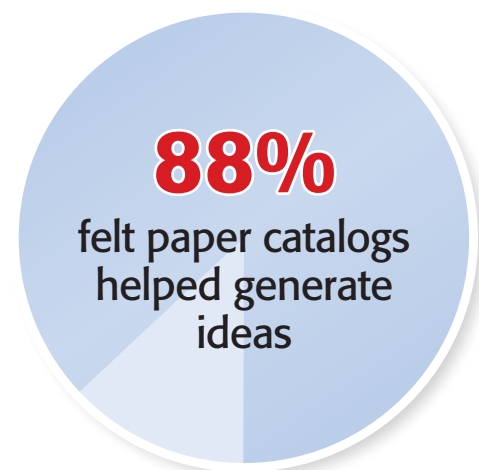
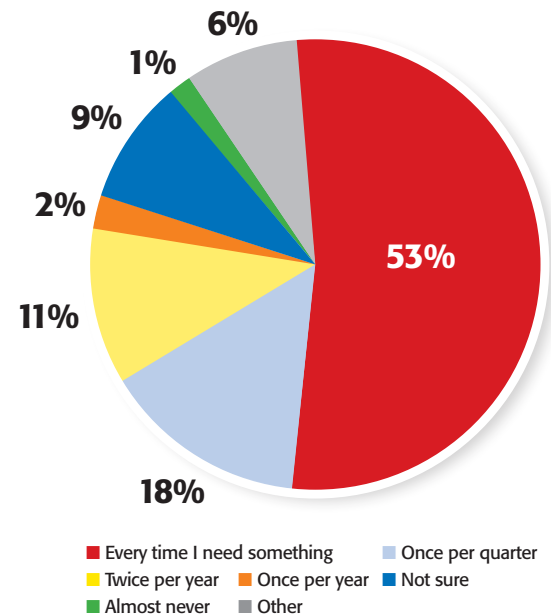
66% felt sharing paper catalogs was easier than electronic catalogs – in fact, due to pass along, the average paper catalog is typically seen by about 3 people

64% preferred paper catalogs to electronic catalogs

ASI offers a wide variety of catalogs for distributors that maximize end-buyer sales. From *The Green Catalog* to *Spectrum* to *Media File*, all ASI Catalogs are packed with incredible images, are easy to order from and can be imprinted with distributors contact information.

Marketing fulfillment programs where ASI mails catalogs to customers on your behalf saving money and time are also available. **For more information call 800-546-1392.**

How often Catalogs Are Referred To



The full results of the exclusive study from ASI are available by [clicking here.](#)