



GLOBAL AD IMPRESSIONS STUDY

2019 EDITION

*Demonstrating the value and effectiveness
of promotional products to consumers*

A PDF of this report (plus end-buyer-friendly, downloadable charts)
can be found at asicentral.com/study.



©Copyright 2019 Advertising Specialty Institute.

This report may be reproduced and used in presentations by active supplier, distributor and decorator members of the Advertising Specialty Institute (ASI) to educate the public about advertising specialties. Such use must not alter the information and must set forth the following legend: "Research provided by the Advertising Specialty Institute, ©2019, All Rights Reserved." No other use is permitted without the express written consent of ASI.

INTRODUCTION

The ASI Ad Impressions study gives ASI members powerful data proving that **promotional products are the most high-impact, cost-effective advertising medium around for their clients.** The findings in this study are based on thousands of in-person and online surveys taken by consumers in the U.S., Canada, Mexico and parts of Europe. This survey answers questions about promotional products' reach, consumers' perceptions of them and how branded products influence buying decisions and products' impact on consumer opinions of the advertiser.

ASI Market Research undertakes this important study to show the power of promotional products among consumers on a global scale, and their affordable cost-per-impression as compared to other forms of advertising.



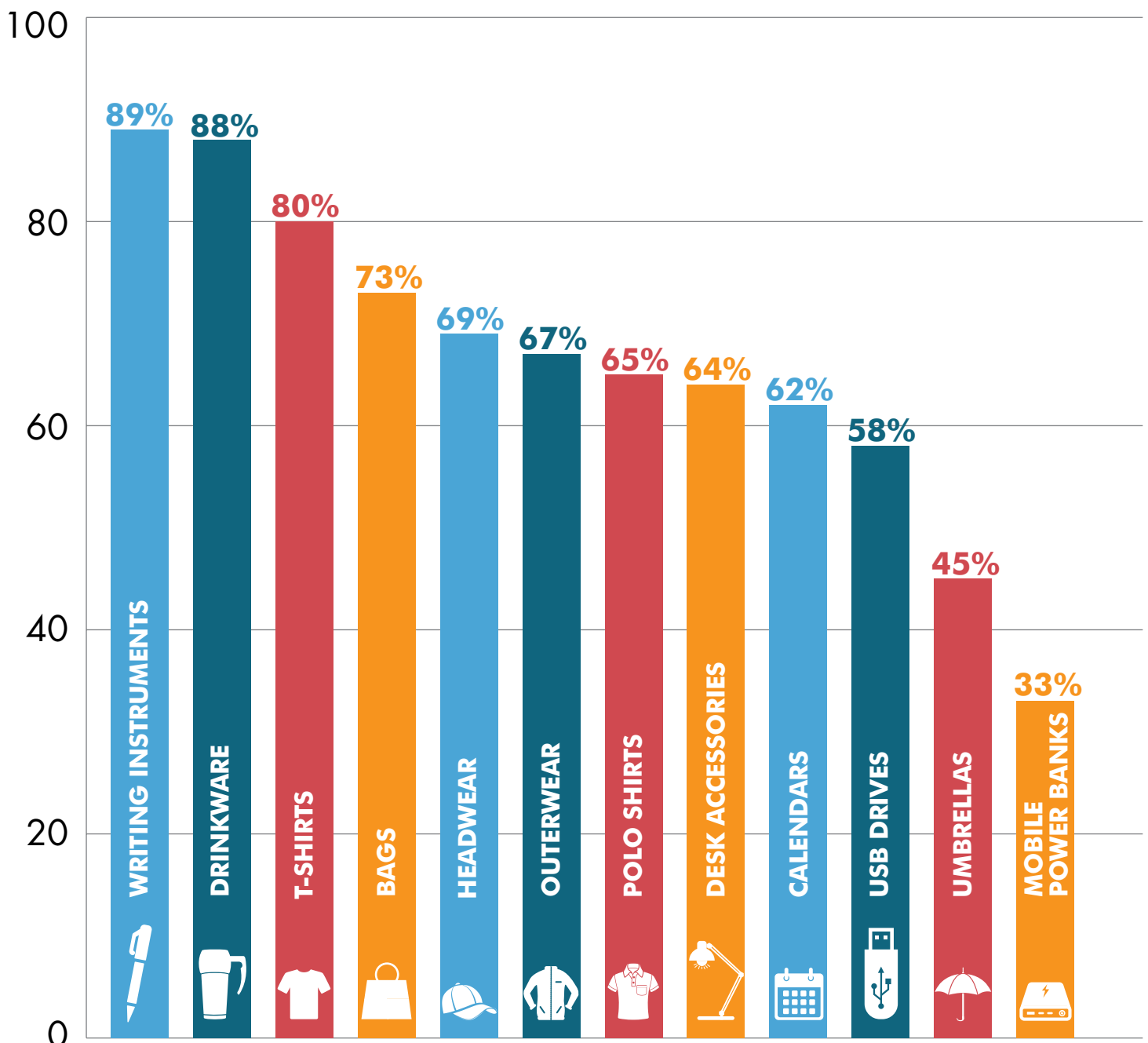
It's hoped that the data and infographics in the study will raise awareness among members of the public of the value and power of promotional products, and will be used by our members, in their presentations to clients, in order to demonstrate the impact of promotional products on branding and advertising strategies.

PRODUCT OWNERSHIP

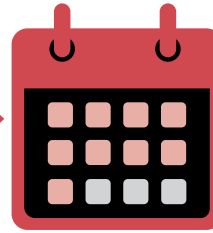
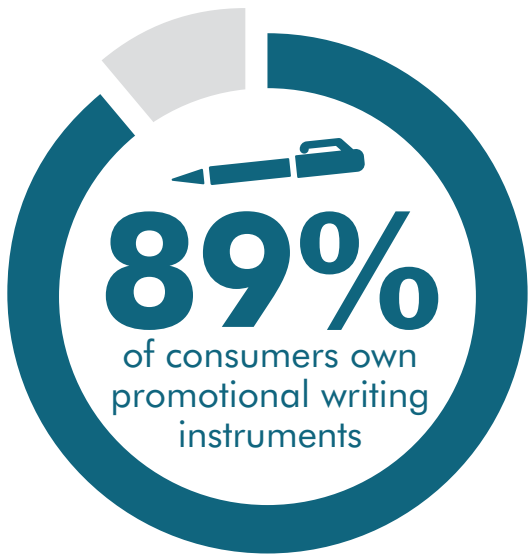
U.S. consumers were asked which promotional products they currently owned. Promotional items are defined as items that have an advertiser's logo and/or message on them. They are usually given away free by companies to consumers.

As the graphic below reveals **promotional pens and drinkware are widely owned by consumers** across the United States. Nearly 9 in 10 consumers report owning each. In fact, most categories of promotional products are owned by more than half of consumers!

PRODUCT OWNERSHIP IN THE UNITED STATES



WRITING INSTRUMENTS



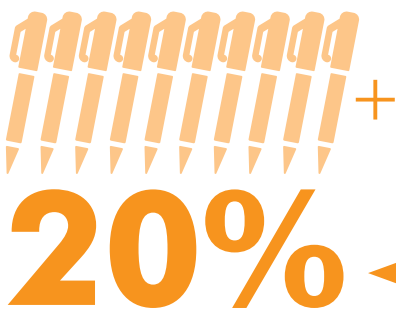
Promotional writing instruments are kept an average of **9 months**



3,000

Number of **impressions** Promotional Writing Instruments generate throughout their lifetime

A pen that costs \$1 will have a CPI of less than **1/10 of a cent** per impression!



of consumers own **more than 10** promo writing instruments

51%

state that they would be **more likely to do business** with the advertiser that gave them the promo writing instrument



CATEGORY SPOTLIGHT

BAGS



73%

of consumers own promotional Bags

Promotional bags are kept an average of

11 months



3,300

Number of **impressions** Promotional Bags generate throughout their lifetime



A bag that costs \$5 will have a CPI of under

2/10 of a cent per impression!



50%

of consumers **are more likely to do business** with the advertiser that gave them the promo bag

84%

of **baby boomers** report owning a promotional bag



CATEGORY SPOTLIGHT T-SHIRTS



63%

of consumers
keep their
promo T-shirts
for **over**
a year,
with 47%
keeping
them for 2
years and
longer



3,400

Number of **impressions Promotional T-Shirts** generate throughout their lifetime

A T-Shirt that costs \$7
will have a CPI of only

2/10

of a cent

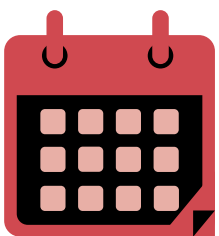
per impression!



Millennials
report owning

5

promo
T-shirts



Promo T-Shirts are
kept an average of

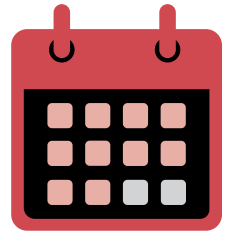
14 months

CATEGORY SPOTLIGHT HEADWEAR

69%

of consumers own promotional
Headwear

One third of men
wear their **promo hat weekly** or more often



Promo headwear is
kept an average of
10 months

A hat that costs
\$10 will have a
CPI of only

3/10
of a cent
per impression!



3,400

Number of **impressions**
Promotional headwear
generates throughout their
lifetime

63%

of consumers keep
their promo hats
because they
are attractive

CATEGORY SPOTLIGHT

CALENDARS



52%
of promo calendars
are kept
**1 year or
more**

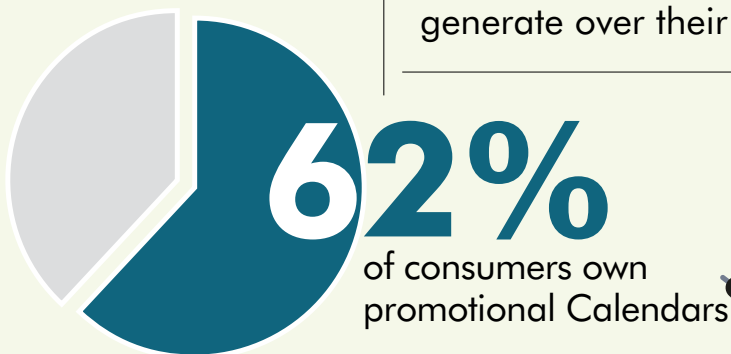


850

Number of **impressions**
Promotional calendars
generate over their lifetime

A promo calendar
that costs \$3 will
have a CPI of only

3/10
of a cent
per impression!



More **women (37%)**
than **men (20%)** consult
their promo calendars on
a daily basis



31%
of **Millennials** and **Gen X'ers**
use their promo calendars on a
daily basis



CATEGORY SPOTLIGHT

USBs

A promo USB that costs \$5 will have a CPI of only

7/10
of a cent
per impression!



43%
of consumers keep a
promo USB drive for **2**
years or longer

58%
of consumers own
promotional USBs

On average, promo
USBs are kept
13 months



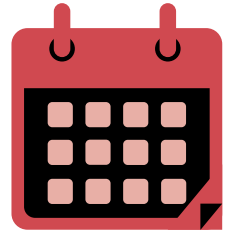
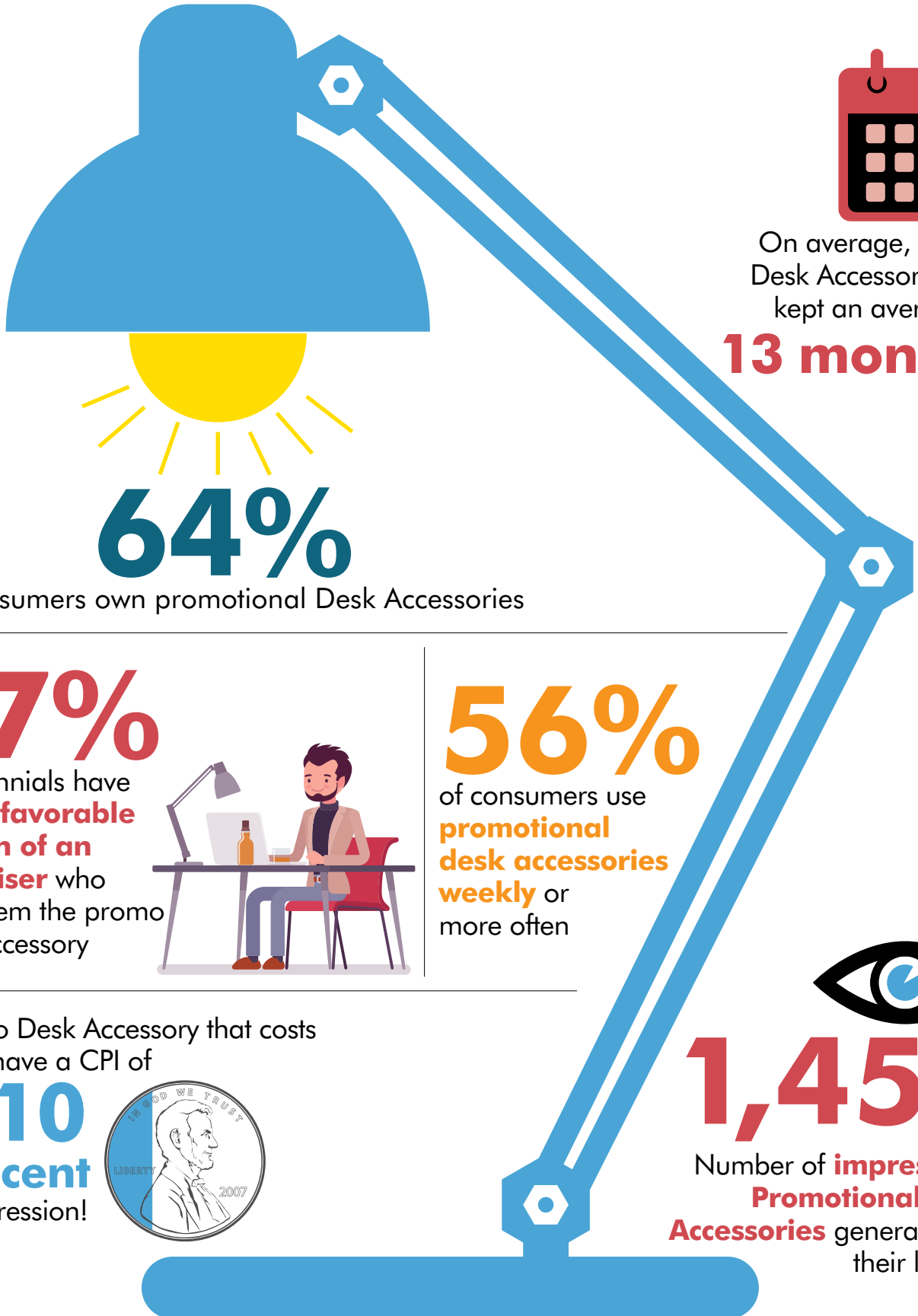
Nearly half (**47%**)
would **give away**
the promo USB
drive if they didn't
want it

**Promotional
USBs** generate
700
impressions over
their lifetime



CATEGORY SPOTLIGHT

DESK ACCESSORIES



On average, promo Desk Accessories are kept an average of **13 months**

64%

of consumers own promotional Desk Accessories

67%

of millennials have a more **favorable opinion of an advertiser** who gave them the promo Desk Accessory



56%

of consumers use **promotional desk accessories weekly** or more often

A promo Desk Accessory that costs \$5 will have a CPI of

3/10 of a cent per impression!



1,450

Number of **impressions Promotional Desk Accessories** generate over their lifetime

CATEGORY SPOTLIGHT DRINKWARE



78% of consumers own promotional Drinkware

Promo Drinkware that costs \$7 will have a CPI of under



1/2
of a cent
per impression!

84%

of **baby boomers** own promotional Drinkware

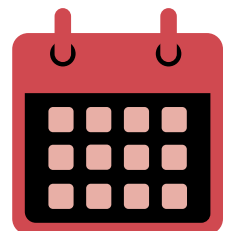


71%

of Gen X'ers are **more likely to do business with the advertiser** who gave them Promo Drinkware

1,400

Number of **impressions** Promotional Drinkware generates throughout its lifetime



Promo Drinkware is kept an average of
12 months

CATEGORY SPOTLIGHT

UMBRELLAS

Promo Umbrellas that costs \$10 will have a CPI of under

1 cent per impression!



Promotional Umbrellas are kept an average of **14 months**



45%
of consumers own promotional Umbrellas



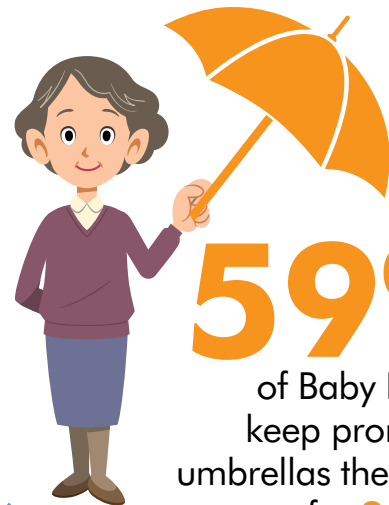
1,100

Number of **impressions Promotional Umbrellas** will generate over their lifetime



58%

of consumers report that the **quality of the umbrella** is the number one reason they keep it



59%
of Baby Boomers keep promotional umbrellas they receive for **2+ years**

CATEGORY SPOTLIGHT OUTERWEAR

A Promo Jacket that costs \$20 will have a CPI of only

3/10
of a cent
per impression!

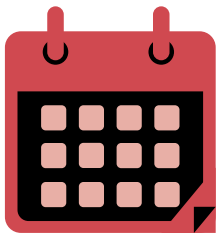
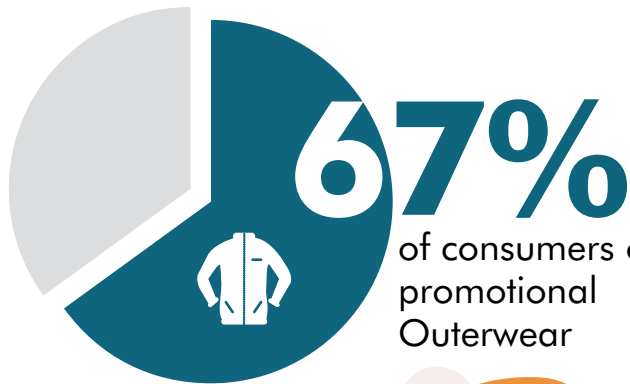


 **6,100**

Number of **impressions Promotional outerwear** will generate over their lifetime

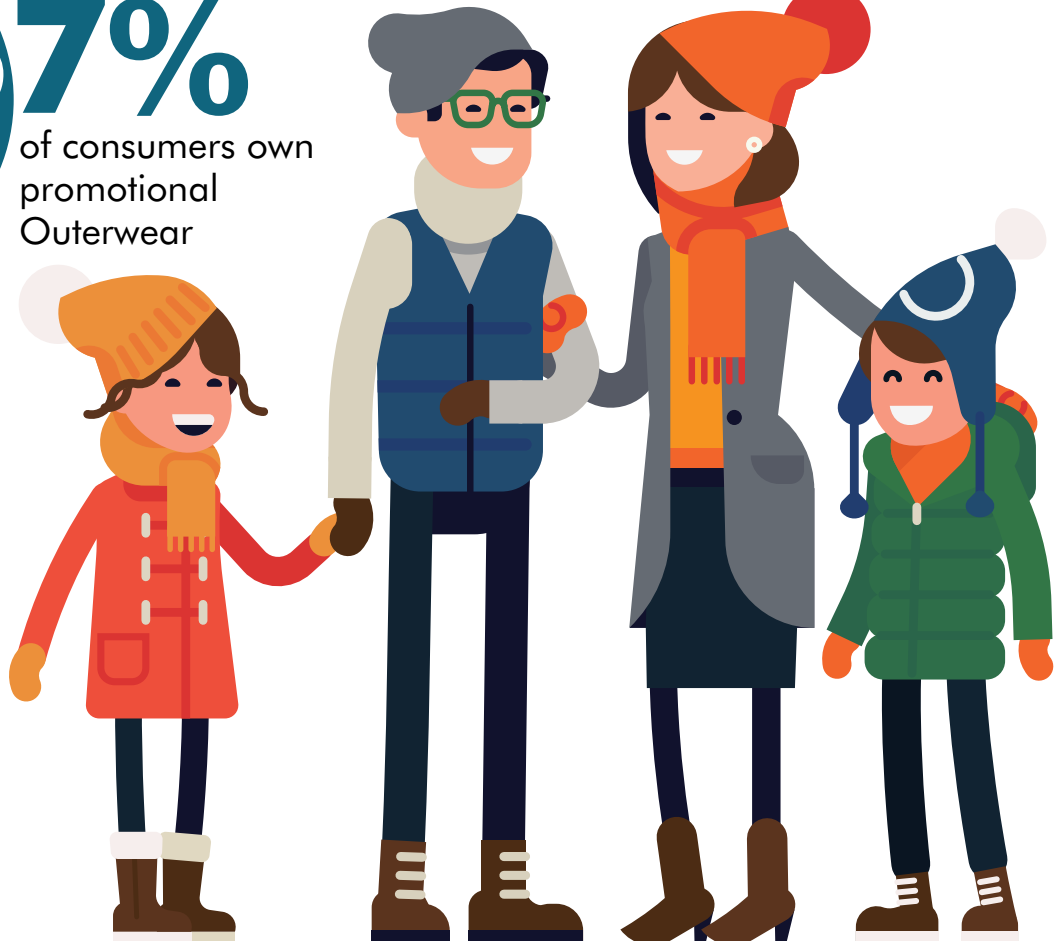
70% of consumers keep their promo outerwear for a **year or longer**

42% of **women wear their promo outerwear** on a weekly basis



Promo Outerwear is kept an average of

16 months



CATEGORY SPOTLIGHT

POLO SHIRTS

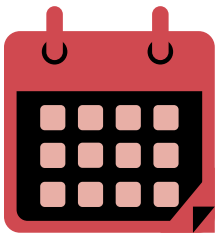
A Promo Polo that costs \$10 will have a CPI of only

4/10
of a cent
per impression!



2,300

Number of **impressions Promotional Polos** will generate over their lifetime



Promotional Polos are kept an average of

13 months



65%
of consumers own
promotional
Polo Shirts

76%

of women report keeping their promo polos **because they find them attractive**

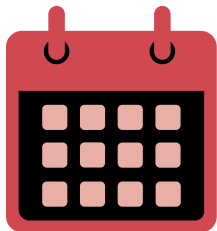


Gen Xers own 3 promo polos whereas **millennials own only 1**



CATEGORY SPOTLIGHT

POWER BANKS



On average, promo Power Banks are kept an average of **12 months**



900

Number of **impressions Promotional Power Banks** generate will generate over their lifetime

A promo Power Bank that costs \$10 will have a CPI of only

1 cent per impression!



33%

of consumers own promotional Power Banks



41%

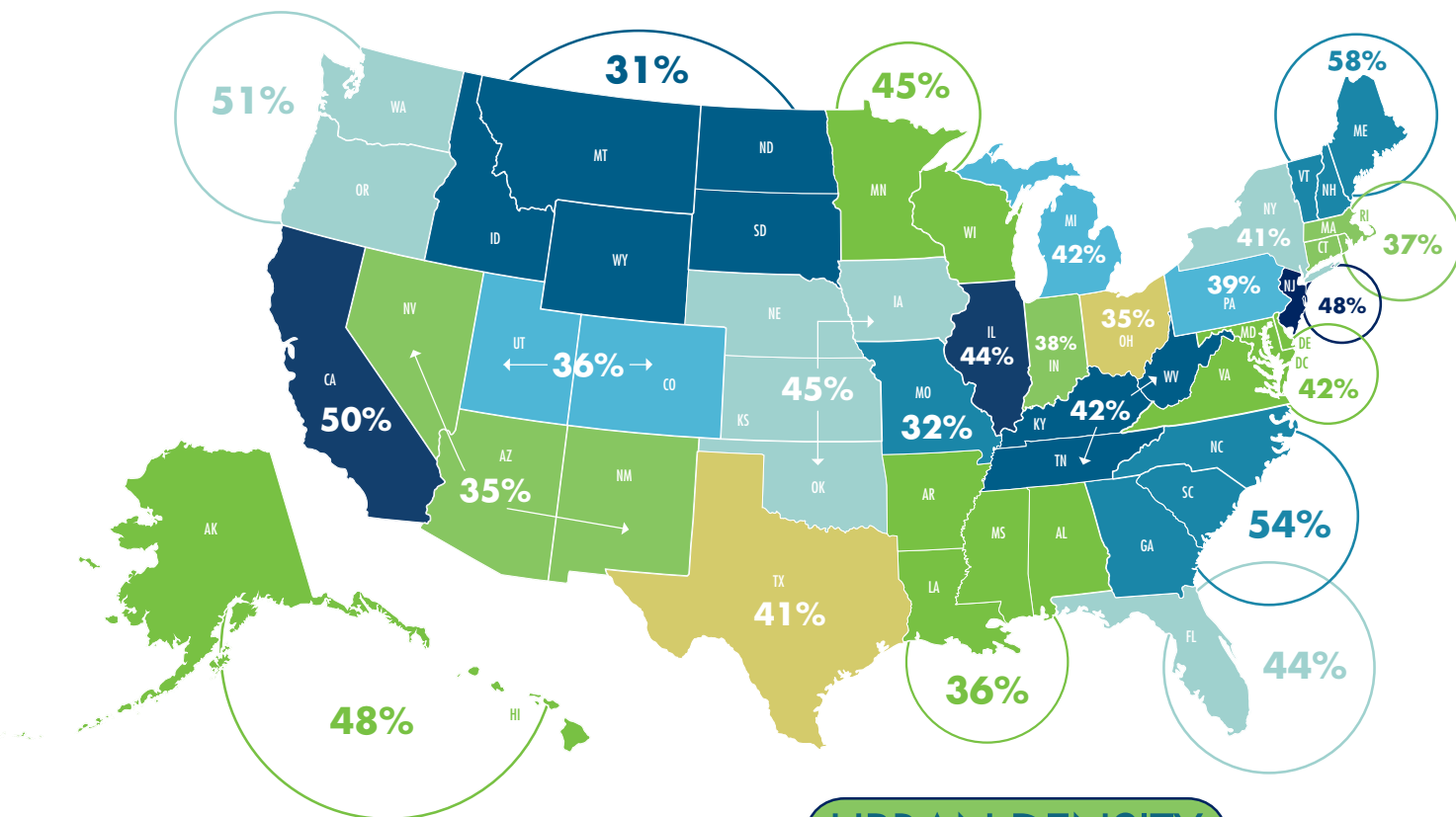
of consumers use a promo Power Bank **once a week or more often**

40%

of consumers keep a promo Power Bank for **2 years or longer**

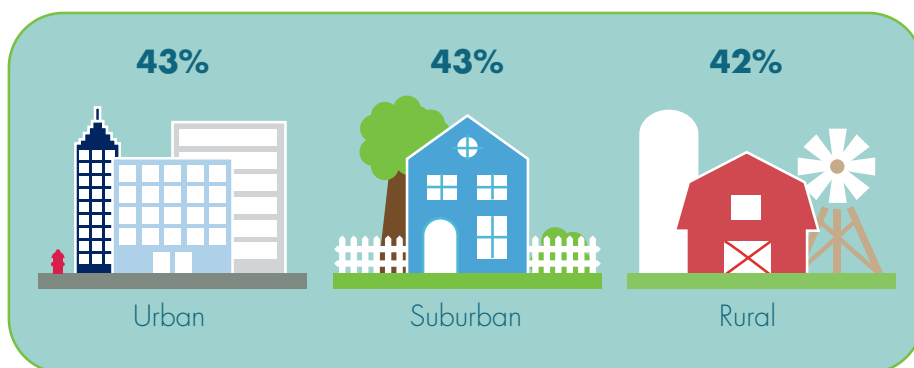
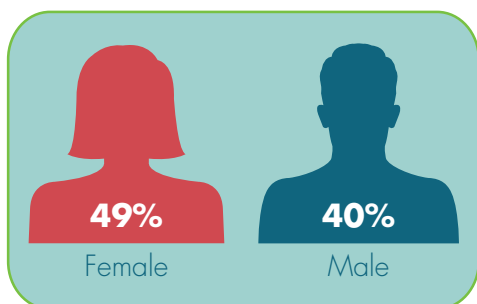
In **TOTAL**, **42%** have a more favorable opinion of an advertiser if the Promotional Product they received was **ENVIRONMENTALLY FRIENDLY**.

NATIONWIDE

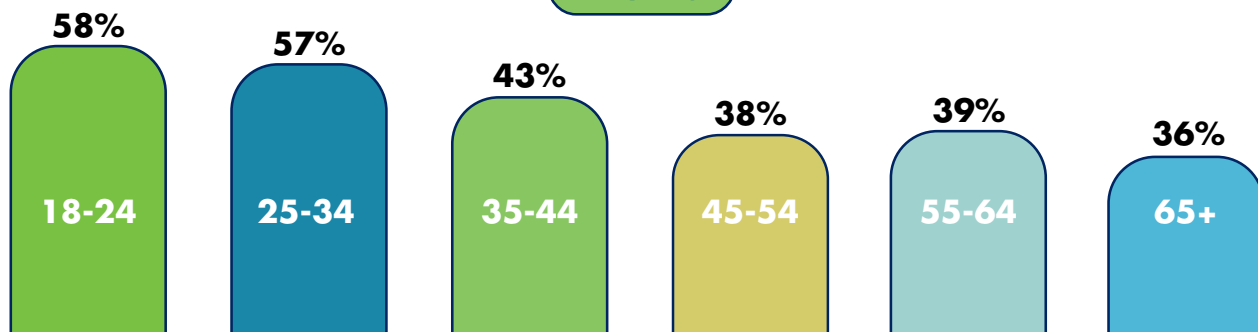


URBAN DENSITY

GENDER

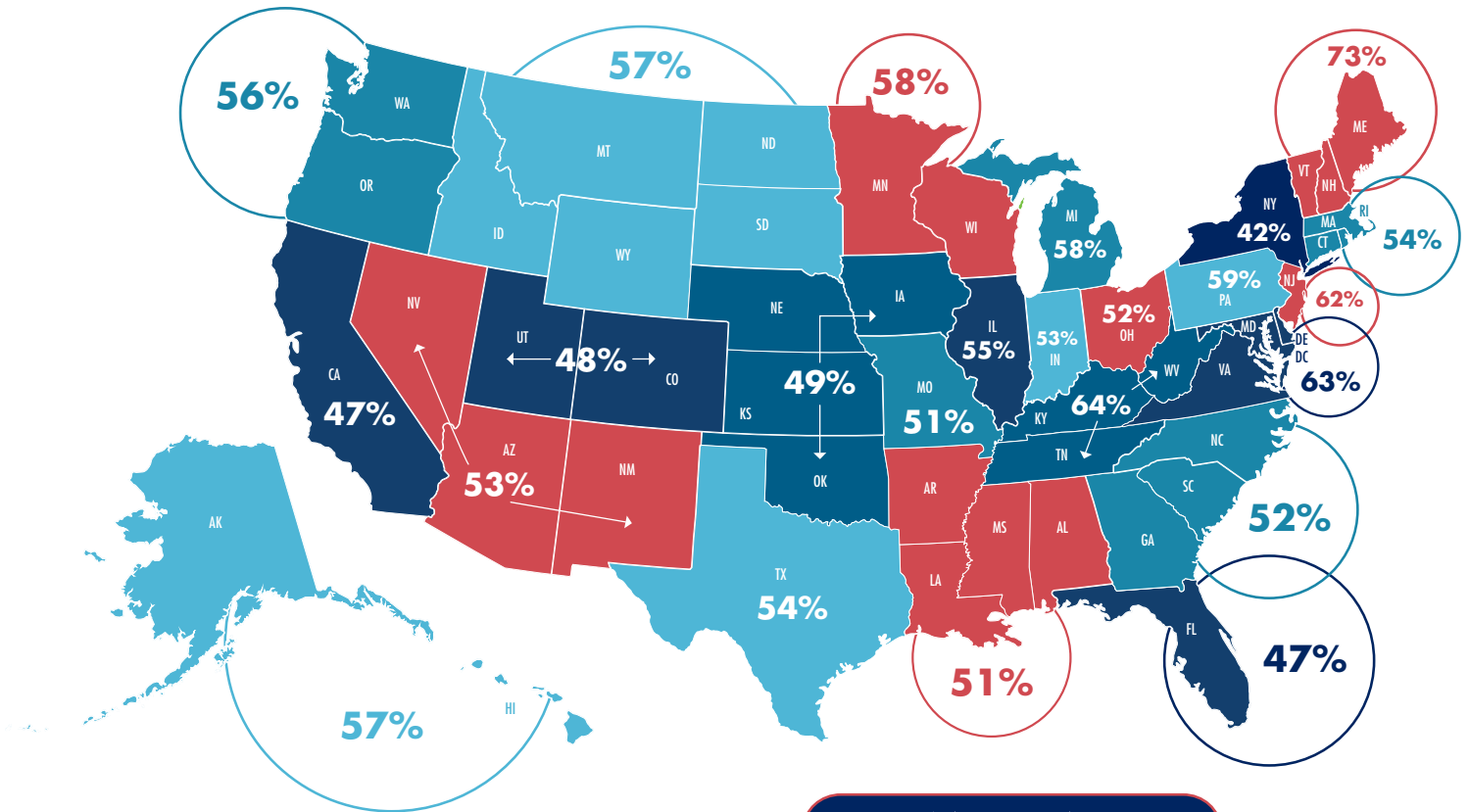


AGES



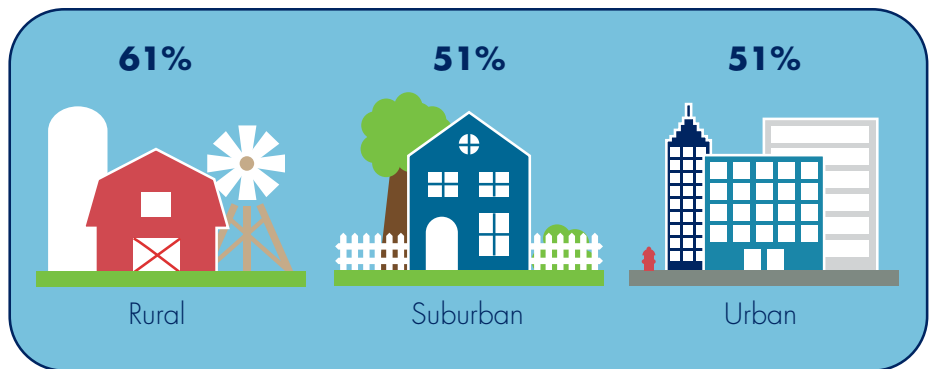
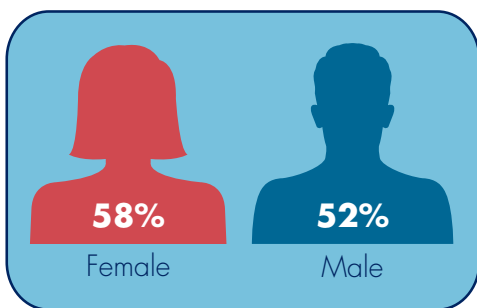
In **TOTAL 53%** have a more favorable opinion of an advertiser if the promotional product was **MADE IN THE USA.**

NATIONWIDE

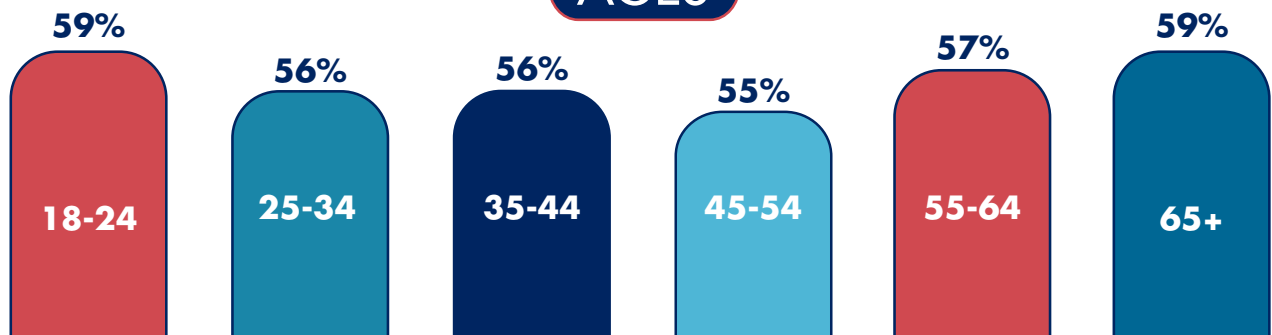


URBAN DENSITY

GENDER



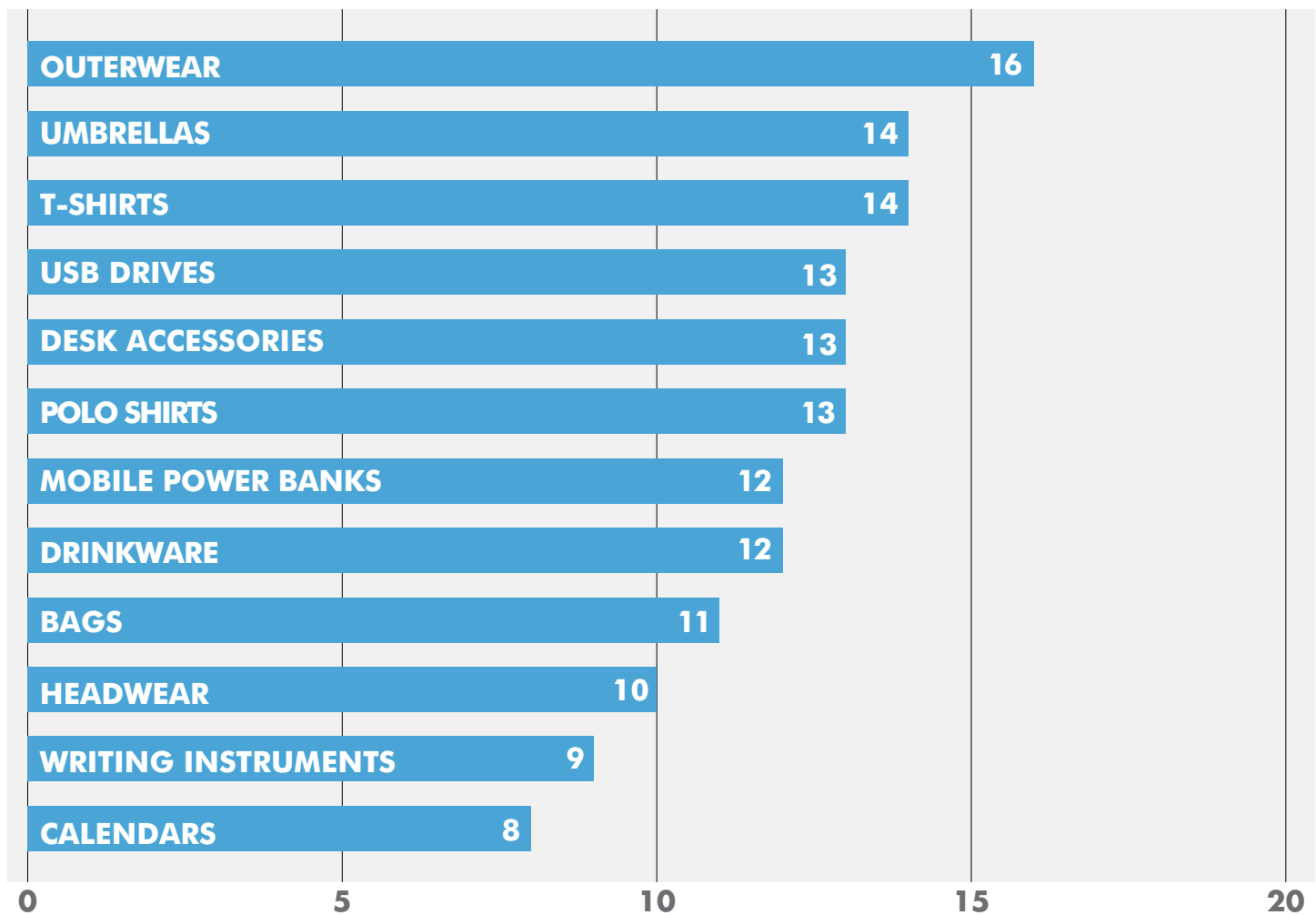
AGES



STAYING POWER

Respondents were asked how long they keep a typical type of promotional item. Across all promotional products, the average was about one year. **Outerwear, umbrellas and T-shirts** stay around longest while **Calendars, Writing Instruments and Headwear** are kept the shortest amount of time.

NUMBER OF MONTHS PROMOTIONAL ITEMS ARE KEPT



PROMO PRODUCTS MAKE AN IMPRESSION

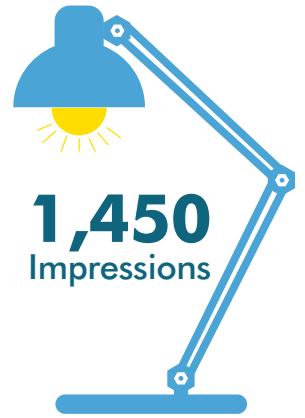
For this section, the average number of impressions each promotional product receives was calculated. The number of impressions a product makes was derived from multiplying how long a recipient has the product by how many people they come in contact with when using it by the frequency of its usage. In the U.S., outerwear generates the most impressions (6,100) of any item measured in the study. This is because outerwear is often worn in public places where it can be seen by many people. Other items that deliver a large number of impressions are headwear, T-shirts, bags and writing instruments.



6,100
Impressions



3,400
Impressions



1,450
Impressions



3,300
Impressions



3,000
Impressions



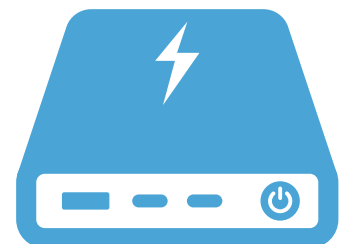
2,300
Impressions



1,400
Impressions



1,100
Impressions



900
Impressions



850
Impressions

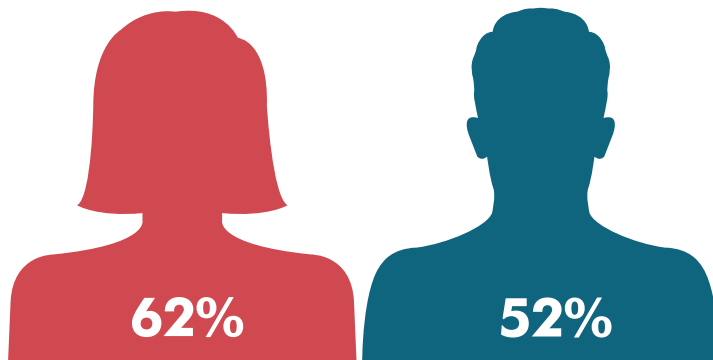


700
Impressions

PROMO PRODUCTS ARE PASSED ALONG

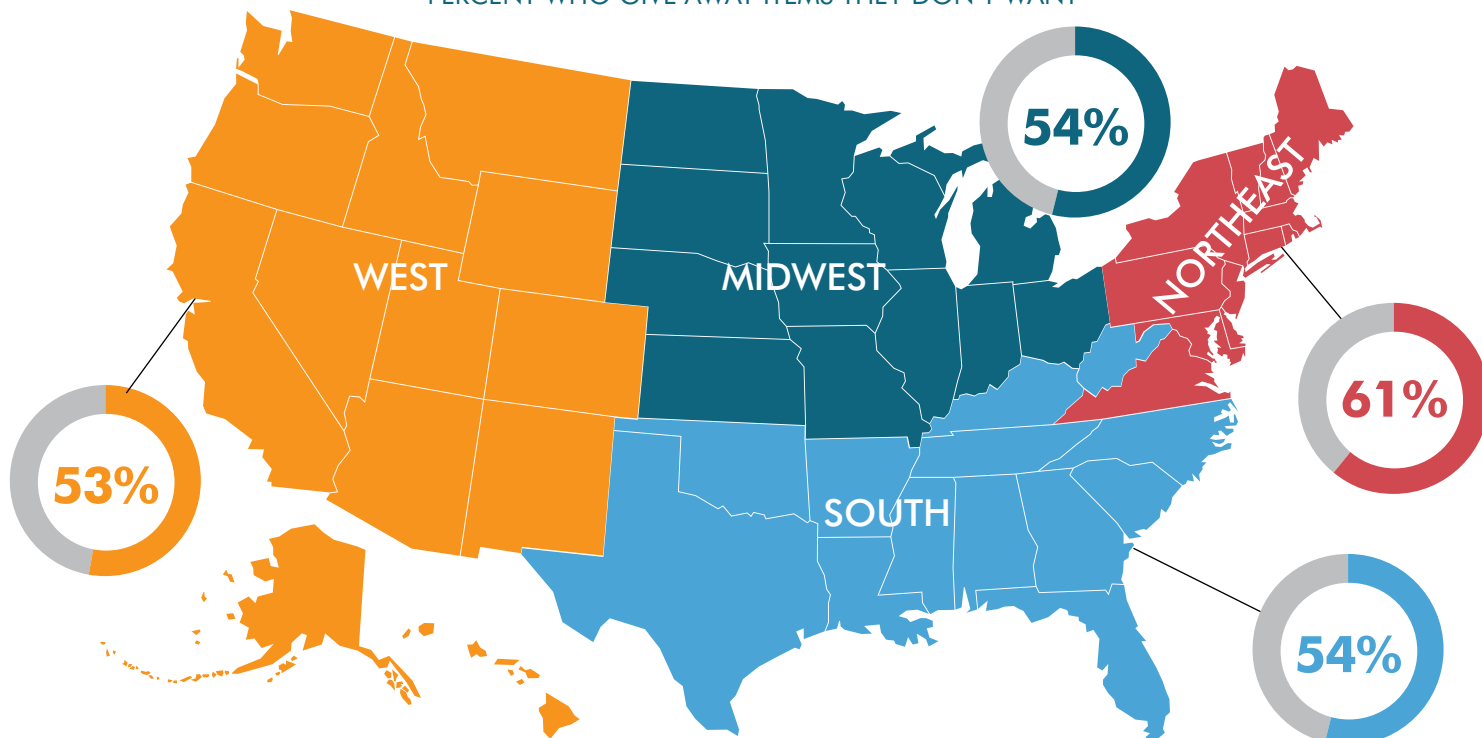
	Give the item to someone else	Throw it away	Keep it anyway
All Products	55%	23%	21%
Outerwear	68%	11%	21%
Polo Shirts	68%	17%	15%
T-shirts	65%	18%	18%
Bags	61%	22%	18%
Mobile Power Banks	60%	14%	26%
Headwear	58%	25%	17%
Drinkware	54%	25%	21%
Desk Accessories	53%	28%	19%
Umbrella	52%	21%	28%
USB Drives	47%	27%	27%
Writing Instruments	42%	25%	33%
Calendars	37%	48%	15%

Women are more likely than men to pass along products they don't want.



Consumers in the Northeast are most likely to give away a Promo Product they don't want.


PERCENT WHO GIVE AWAY ITEMS THEY DON'T WANT




QUALITY AND UTILITY ARE WHY PEOPLE KEEP PROMO ITEMS

REASONS FOR KEEPING PRODUCTS


ALL ITEMS: Quality **52%** / Utility **48%** / Attractiveness **36%**



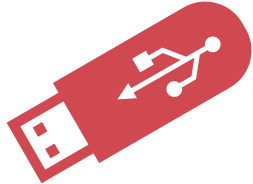
Quality **69%**
 Utility..... **41%**
 Attractiveness **16%**



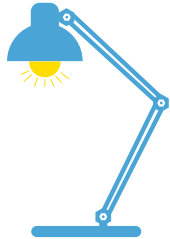
Quality **36%**
 Utility..... **53%**
 Attractiveness **46%**




Quality **46%**
 Utility..... **40%**
 Attractiveness **63%**




Quality **45%**
 Utility..... **58%**
 Attractiveness **17%**




Quality **43%**
 Utility..... **64%**
 Attractiveness **27%**



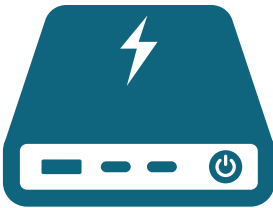
Quality **54%**
 Utility..... **48%**
 Attractiveness **48%**




Quality **70%**
 Utility..... **48%**
 Attractiveness **29%**




Quality **54%**
 Utility..... **40%**
 Attractiveness **56%**




Quality **53%**
 Utility..... **61%**
 Attractiveness **15%**



Quality **57%**
 Utility..... **41%**
 Attractiveness **32%**



Quality **45%**
 Utility..... **35%**
 Attractiveness **57%**



Quality **55%**
 Utility..... **52%**
 Attractiveness **30%**

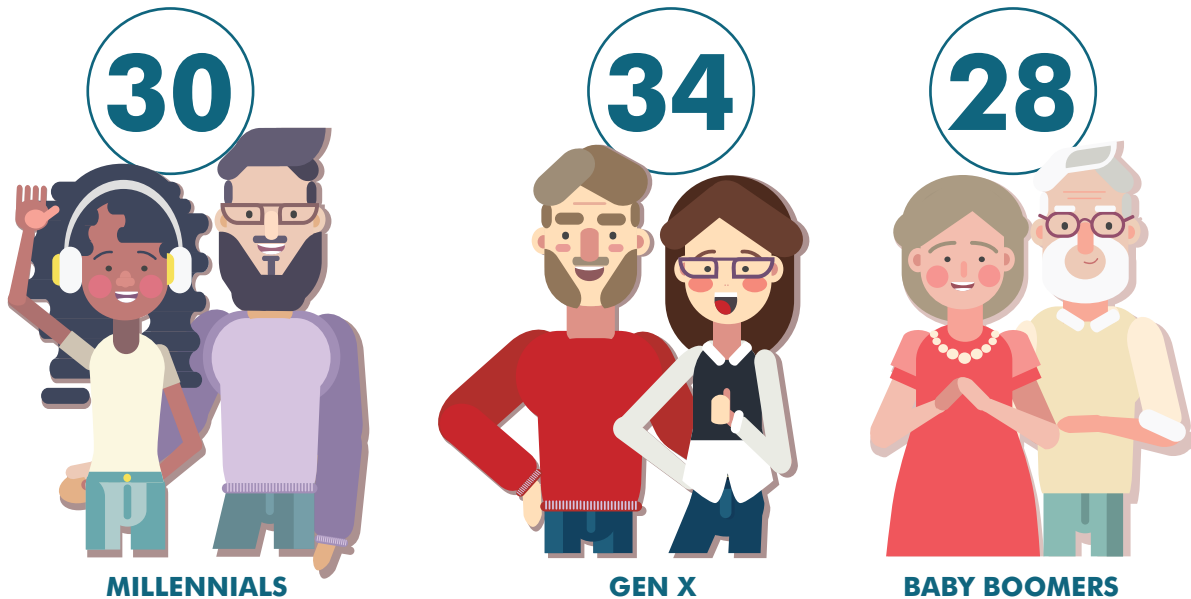
	Male	Female	18-34	35-54	55+	Northeast	South	West	Midwest
Quality	52%	55%	55%	53%	51%	50%	56%	49%	55%
Utility	50%	47%	49%	50%	48%	48%	46%	49%	50%
Attractiveness	37%	36%	38%	39%	33%	39%	38%	34%	36%

HOW MANY PROMO ITEMS PEOPLE OWN

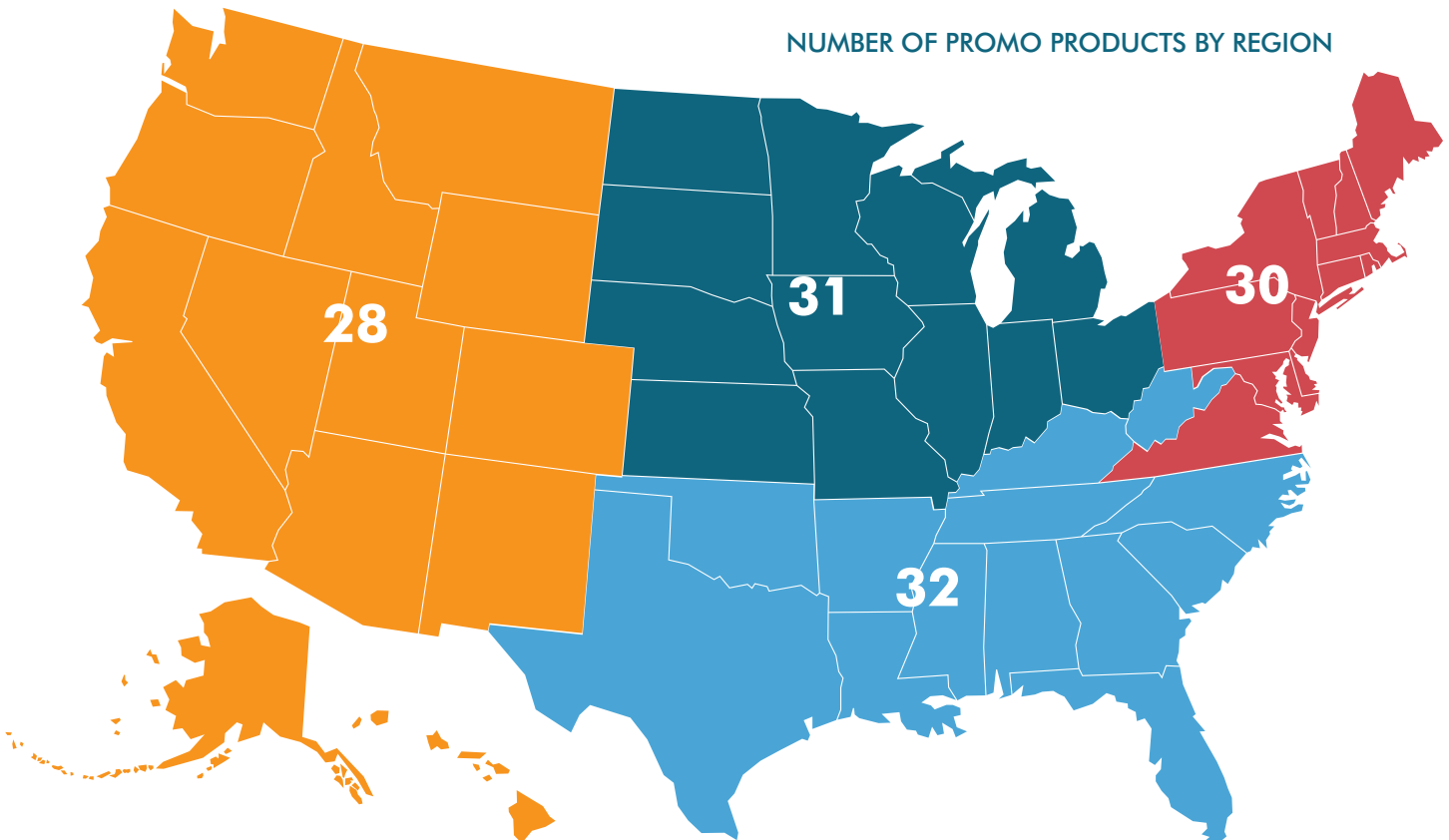
In the study respondents were asked how many promotional products were in their household. The results indicate **the average household in the United States owns 30 promotional items!** The number varies somewhat by region of the country and age of the respondent, but the fact is that promo products are everywhere in households!

Households own an average of 30 Promo Products

NUMBER OF PROMO PRODUCTS OWNED BY GENERATION:



NUMBER OF PROMO PRODUCTS BY REGION



OVERALL OPINION OF ADVERTISING MEDIUMS

When asked what types of advertising they like best, **consumers under 55 prefer PROMOTIONAL PRODUCTS.**



Ranking from best to worst

PROMOTIONAL PRODUCTS are the **most highly regarded form of advertising.**



PROMOTIONAL PRODUCTS



Ranking from best to worst

The World Remembers



85%
remember
the advertiser
worldwide.

Recall is highest for apparel items, as 85% recall the advertiser that gave them a shirt or hat.

Deciding between **PROMOTIONAL PRODUCTS** or Internet advertising?

Consider this....



Consumers are nearly 2.5x more likely to have a positive opinion of promotional products compared to Internet advertising.

COUNTRY FOCUS GERMANY



57%

of German consumers have a more **favorable opinion** of the advertiser if the product they received was **Made in Germany**



65%

of Germans have a more **favorable opinion** of the advertiser if the product they received was **Environmentally Friendly**



49%

of Germans have a more **favorable opinion** of the advertiser if the product they received was **Socially Responsible**



When asked what types of advertising they like best, **German consumers prefer promo products**

RANKED FROM BEST TO WORST

- 1 **Promo Products**
 - Radio**
 - Newspaper**
 - Magazine**
 - Television
 - Internet
 - Mobile
- ↓

COUNTRY FOCUS FRANCE



56%

of French consumers have a more **favorable opinion** of the advertiser if the product they received was **Made in France**



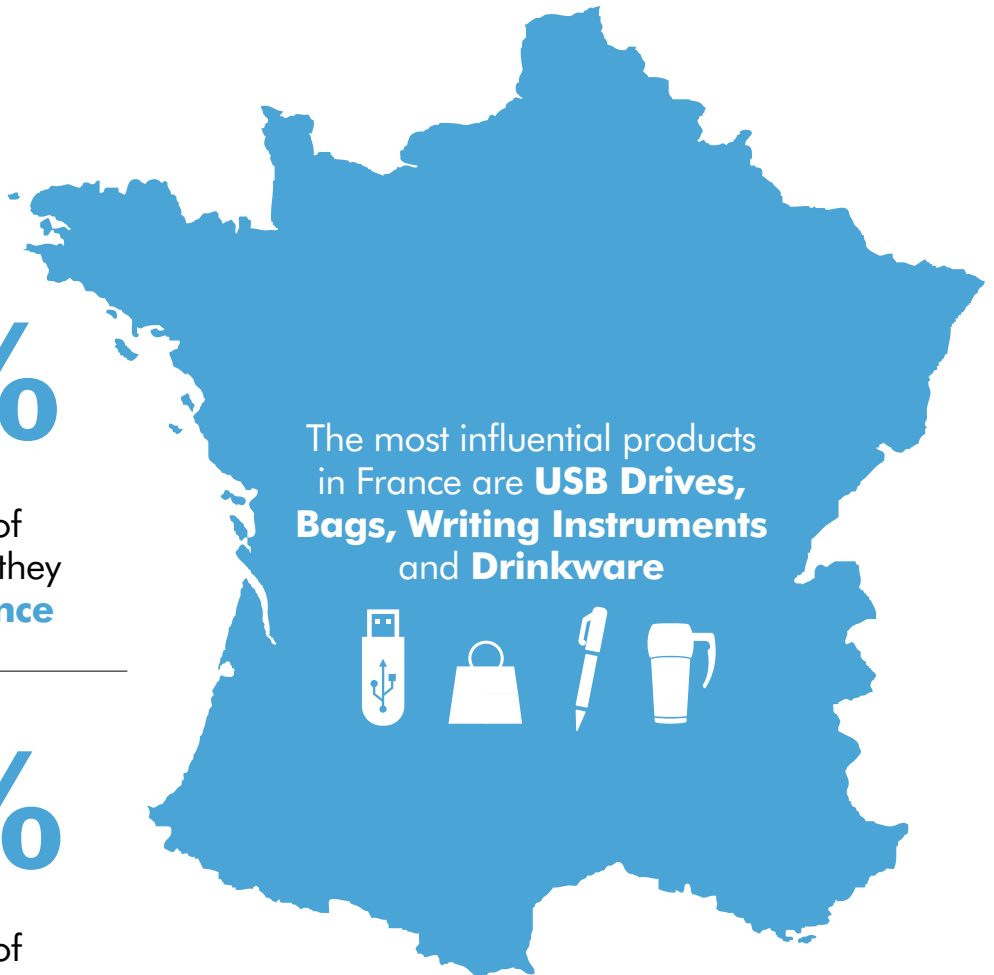
45%

of French consumers have a more **favorable opinion** of the advertiser if the product they received was **Environmentally Friendly**



54%

of French consumers have a more **favorable opinion** of the advertiser if the product they received was **Socially Responsible**



When asked what types of advertising they like best, **French consumers prefer promo products**

RANKED FROM BEST TO WORST

Promo Products
Newspaper
Radio
Magazine
Television
Mobile
Internet



COUNTRY FOCUS MEXICO



59%

of Mexicans have a more **favorable opinion** of the advertiser if the product they received was **Made in Mexico**



75%

of Mexicans have a more **favorable opinion** of the advertiser if the product they received was **Environmentally Friendly**



54%

of Mexican consumers have a more **favorable opinion** of the advertiser if the product they received was **Socially Responsible**

The most influential products in Mexico are **Drinkware, USB Drives** and **Desk Accessories**



When asked what types of advertising they like best, **Mexican consumers prefer promo products**

RANKED FROM BEST TO WORST

Promo Products

Radio

Newspaper

Magazine

Internet

Mobile

Television



COUNTRY FOCUS UNITED KINGDOM



47%

of U.K. consumers have a more **favorable opinion** of the advertiser if the product they received was **Made in the U.K.**



51%

of U.K. consumers have a more **favorable opinion** of the advertiser if the product they received was **Environmentally Friendly**



45%

of U.K. consumers have a more **favorable opinion** of the advertiser if the product they received was **Socially Responsible**

When asked what types of advertising they like best, **U.K. consumers prefer promo products**

RANKED FROM BEST TO WORST

- 1 **Promo Products**
- 2 **Radio**
- 3 **Newspaper**
- 4 **Magazine**
- 5 **Television**
- 6 **Internet**
- 7 **Mobile**



The most influential products in the U.K. are **Power Banks, USB Drives** and **Drinkware**



COUNTRY FOCUS CANADA



57%

of Canadian consumers have a more **favorable opinion** of the advertiser if the product they received was **Made in the Canada**



58%

of Canadian consumers have a more **favorable opinion** of the advertiser if the product they received was **Environmentally Friendly**

The most influential products in Canada are **Power Banks, USB Drives** and **Drinkware**



When asked what types of advertising they like best, **Canadian consumers prefer promo products**

RANKED FROM BEST TO WORST

- 1 **Promo Products**
- Radio**
- Newspaper**
- Magazine**
- Television**
- Internet
- Mobile



51%

of Canadian consumers have a more **favorable opinion** of the advertiser if the product they received was **Socially Responsible**

PROVINCE FOCUS QUEBEC



63%

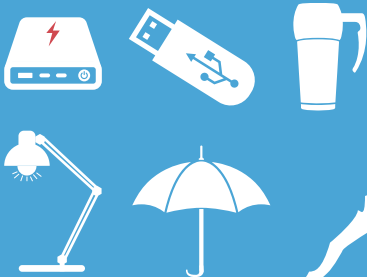
of consumers in the Quebec province have a more **favorable opinion** of the advertiser if the product they received was **Made in the Canada**



67%

of consumers in the Quebec province have a more **favorable opinion** of the advertiser if the product they received was **Environmentally Friendly**

The most influential products in the Quebec province are **Power Banks, USB Drives** and **Drinkware, Desk Accessories** and **Umbrellas**



59%

of consumers in the Quebec province have a more **favorable opinion** of the advertiser if the product they received was **Socially Responsible**

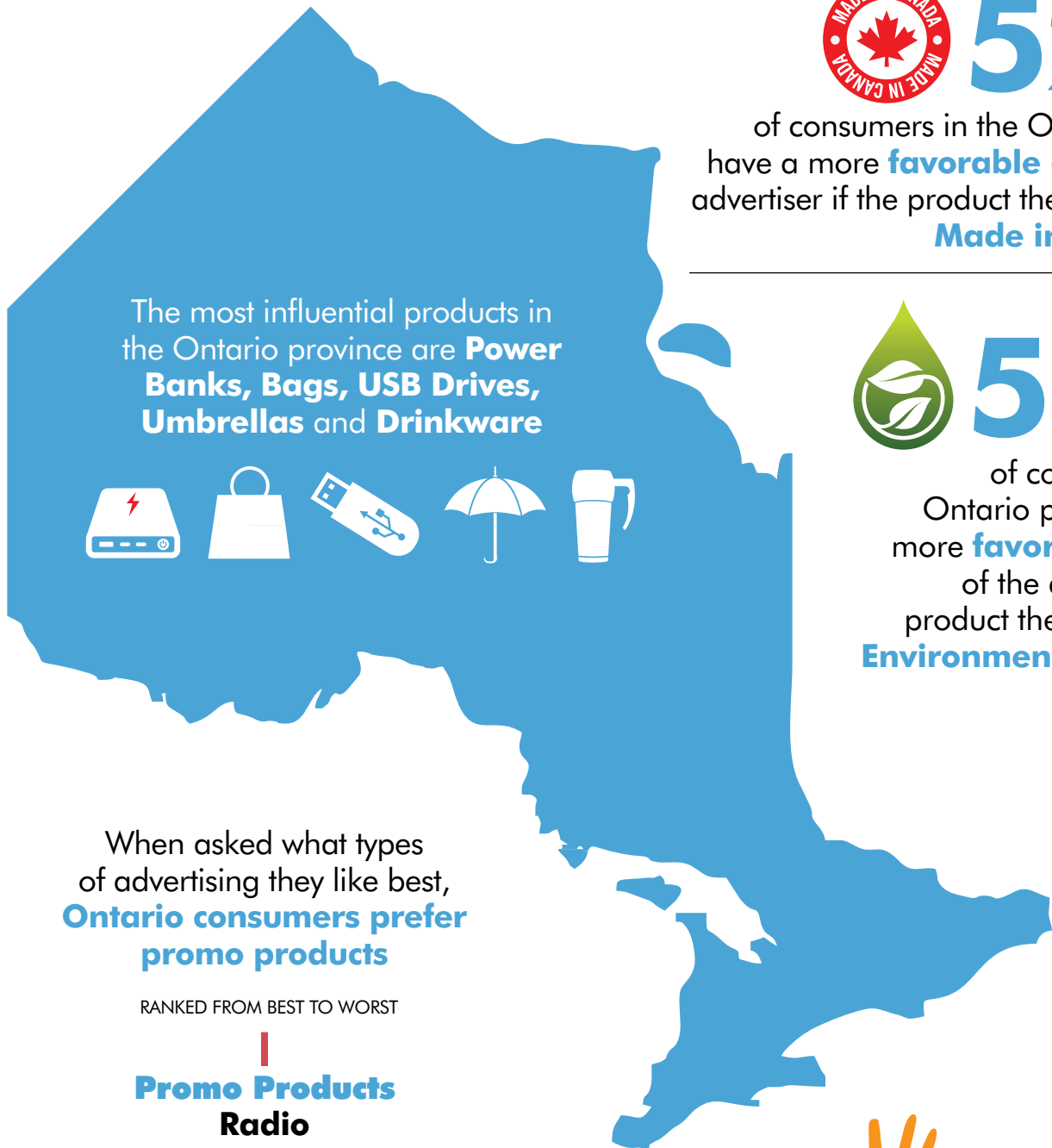
When asked what types of advertising they like best, **Quebec consumers prefer promo products**

RANKED FROM BEST TO WORST

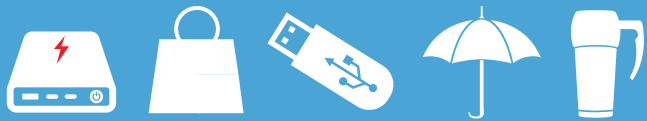
Promo Products
Newspaper
Radio
Magazine
Internet
Television
Mobile



PROVINCE FOCUS ONTARIO



The most influential products in the Ontario province are **Power Banks, Bags, USB Drives, Umbrellas** and **Drinkware**



When asked what types of advertising they like best, **Ontario consumers prefer promo products**

RANKED FROM BEST TO WORST

- Promo Products**
 - Radio**
 - Newspaper**
 - Magazine**
 - Television**
 - Internet
 - Mobile
- ↓



52%

of consumers in the Ontario province have a more **favorable opinion** of the advertiser if the product they received was **Made in the Canada**



52%

of consumers in the Ontario province have a more **favorable opinion** of the advertiser if the product they received was **Environmentally Friendly**



43%

of consumers in the Ontario province have a more **favorable opinion** of the advertiser if the product they received was **Socially Responsible**

PROVINCE FOCUS ALBERTA



57%

of consumers in the Alberta province have a more **favorable opinion** of the advertiser if the product they received was **Made in the Canada**



65%

of consumers in the Alberta province have a more **favorable opinion** of the advertiser if the product they received was **Environmentally Friendly**



51%

of consumers in the Alberta province have a more **favorable opinion** of the advertiser if the product they received was **Socially Responsible**

The most influential products in the Alberta province are **Performance Wear, Power Banks, Outerwear, Desk Accessories** and **USB Drives**



When asked what types of advertising they like best, **Alberta consumers prefer promo products**

RANKED FROM BEST TO WORST

Promo Products

Radio

Newspaper

Magazine

Mobile

Television

Internet



PROVINCE FOCUS BRITISH COLUMBIA



The most influential products in British Columbia are **Power Banks, USB Drives, T-Shirts, Health and Safety products and Drinkware**



When asked what types of advertising they like best, **British Columbia consumers prefer promo products**

RANKED FROM BEST TO WORST

- 1 **Promo Products**
- Newspaper**
- Radio**
- Magazine**
- Television**
- Internet
- Mobile



61%

of consumers in the British Columbia province have a more **favorable opinion** of the advertiser if the product they received was **Made in the Canada**



58%

of consumers in the British Columbia province have a more **favorable opinion** of the advertiser if the product they received was **Environmentally Friendly**



54%

of consumers in the British Columbia province have a more **favorable opinion** of the advertiser if the product they received was **Socially Responsible**