

# THE INFLUENCE OF PROMOTIONAL PRODUCTS ON CONSUMER BEHAVIOR



**PROMOTIONAL  
PRODUCTS  
WORK.ORG**

CONDUCTED BY RELEVANT INSIGHTS • NOVEMBER 2012

# Key Findings

## Recall of Promotional Products

- ❖ Seven in 10 consumers recalled receiving at least one promotional product in the past 12 months. A similar finding was observed in previous studies. Among those who recalled receiving promotional products, 70% recalled receiving two or more items.
- ❖ Recall of the advertiser and message behind the first promotional item recalled are very high. While 88% recalled the advertiser from a promotional product received in the past 12 months, 71% recalled advertisers on a newspaper or magazine read a week before, which speaks to the power of promotional products to support brand recall.
- ❖ Financial services, retailers, apparel brands and electronics manufacturers are the most commonly recalled advertisers of promotional products. The most often recalled promotional product categories include:
  - Wearables (41%): Including Shirts (22%), Caps/Headwear (11%), Outerwear(6%) Other Wearables (2%)
  - Writing Instruments (35%)
  - Drinkware (19%)

### *Main Takeaways*

**Promotional products have a high reach and potential for top-of-mind recall and are an excellent medium to increase and sustain brand awareness**

**Unaided brand recall is a brand strength indicator as it depends on strength and organization of memories and their accessibility. It is affected by:**

- ✓ Interference of other product information
- ✓ Time since last exposure
- ✓ The number and type of external retrieval cues

**Promotional products can be used to minimize time gaps in exposure occasions and provide external cues to help brand recall. They should be provided on a regular basis, have a clear connection to the brand, and should be relevant to the consumer.**

# Key Findings

## Usage of Promotional Products

- ❖ Eight in 10 consumers own between one and 10 promotional products, six in 10 keep them for up to two years, and about half (53%) use a promo item at least once a week or more often
- ❖ The main reason for keeping a promotional product is **usefulness**. Ranking higher in usefulness are Computer Products (100%), Health & Safety Products (100%), and Writing Instruments (91%)
- ❖ Sporting Goods/Leisure Products/Travel Accessories (24%), Housewares/Tools (21%) and Wearables (23%) are more often kept because of their perceived attractiveness
- ❖ The top categories of promotional products kept because they can be used for contact information reference are Buttons/Badges/Ribbons/Stickers/Magnets (33%), Electronic Devices & Accessories (29%) and Computer Products (23%). However, promotional products are not often used for contact information reference. Only 35% have ever used promotional items for this purpose
- ❖ When it comes to frequency of use, Calendars/Planners (85%), Computer Products (85%) and Electronic Devices & Accessories (82%), take the top 3 spots
- ❖ Most promotional products are kept at home (54%) or on the person (24%). Promotional products that are not worth keeping are either filed away and ignored (42%) or given to someone else. Only one in 5 trashes non-wanted promotional products.

### *Main takeaways*

Promotional products are often present and used in consumers' daily life. By providing useful promotional products (not only as references for contact information) that can be integrated in consumers' life in an organic way, advertisers can increase their reach and potential for creating and maintaining brand awareness.

Promotional products should be thought as "gifts for family and friends" to extend their relevancy beyond target users to facilitate passing them to others and thus increasing their reach.

# Key Findings

## Relationship with Advertiser & Business Impact

- ❖ Nearly six in 10 consumers received promotional products from a business establishment or at trade shows, conferences or conventions.
- ❖ Consumers were well aware of the advertisers' intentions: to advertise or promote a product, a business or a cause (55%). Promotional products are also given away to thank consumers for their business (16%) or to directly drive sales as purchase incentives (10%).
- ❖ Most consumers (88%) were familiar with the advertiser before receiving promotional items. Advertisers were able to cause the most favorable impression among consumers who were familiar with them. However, regardless of awareness, promotional products had a positive impact on impressions about the advertisers.
- ❖ Before receiving the promotional products, about half of the consumers had done business with the advertiser (55%). After receiving the promotional products, 85% did business with the advertiser.
- ❖ Advertisers were also able to increase their business even among those who hadn't done any business with them before (11%).

### *Main Takeaways*

**It is undeniable that promotional products have a positive impact on attitudes and behavior. The use of promotional products has a strong correlation with both customer acquisition and retention. Advertisers should use this medium in a strategic way to foment loyalty, create awareness and increase new trials.**

**Advertisers and promotional products distributors should monitor cultural and socio-economic trends to be able to anticipate which items could be more appealing, useful and easily integrated in consumers' daily lives. Such items would create and support favorable impressions about the advertisers and provide cues for brand recall when purchasing decisions are made.**