

End-Users Remember the Brands on the Items They've Received

Ability to Identify Advertiser	Total
Other Wearables (Jackets, pants, scarves, etc)	94%
Bags	90%
Caps	89%
Shirts	87%
Recognition/Awards	85%
Writing Instruments	85%
Glassware/Ceramics	84%
Other	84%
Calendars	69%
Recognition/Jewelry	69%
Desk/Office/Business Accessories	67%
Average	84%

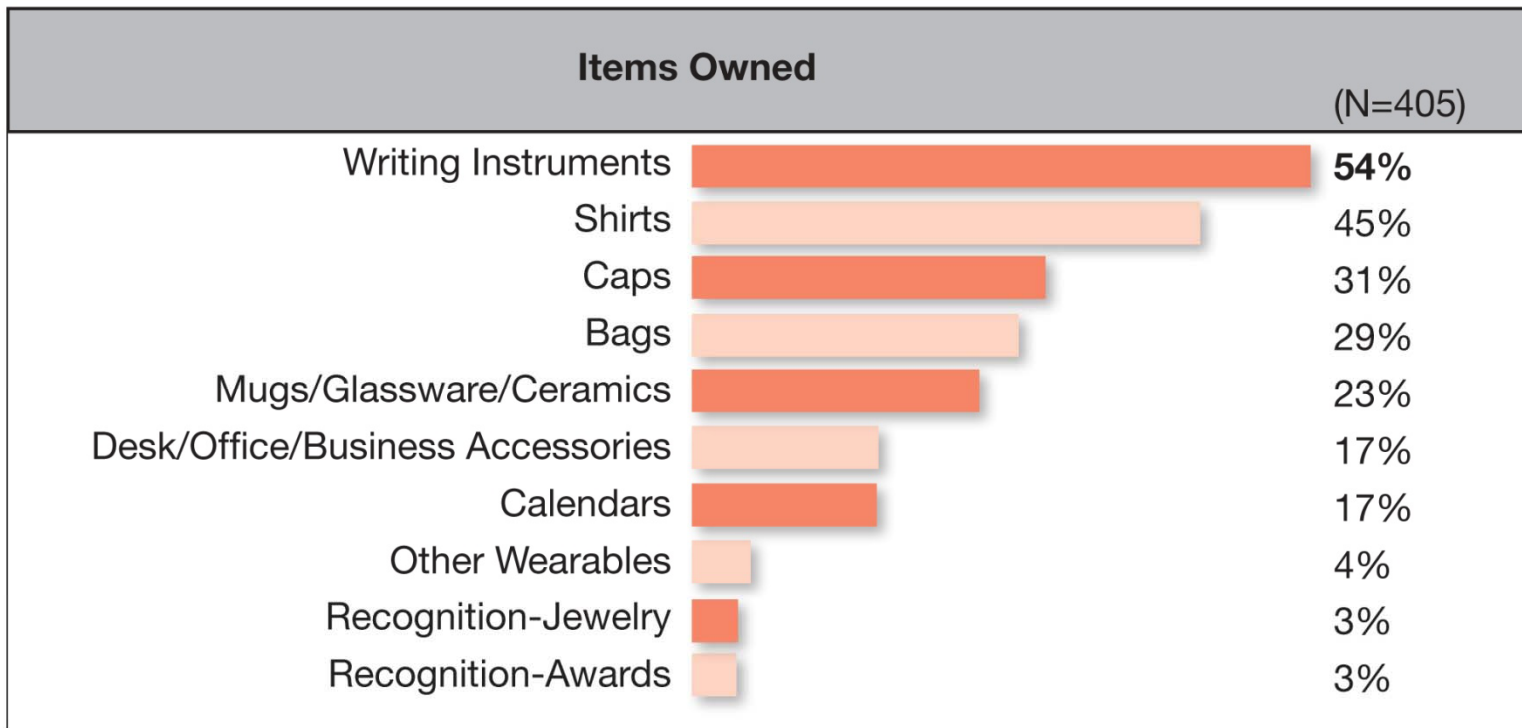
42% of end-users have a MORE favorable impression of an advertiser after receiving the item

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 Wearables	44%	56%	0%
Glassware/Ceramics	39%	61%	0%
Desk/Office/Business Accessories	35%	62%	3%
Calendars	31%	69%	0%
Writing Instruments	30%	68%	2%
Recognition – Awards	23%	77%	0%
Recognition – Jewelry	18%	82%	0%
Average	42%	57%	1%

Most end-users have done business with the advertiser AFTER RECEIVING the item

Done Business With Advertiser After Receiving Item	Total
Recognition-Awards	77%
Other Wearables	72%
Shirts	70%
Bags	68%
Caps	67%
Glassware/Ceramics	65%
Other	64%
Calendars	59%
Writing Instruments	53%
Desk/Office/Business Accessories	52%
Recognition-Jewelry	31%
Total	62%

Writing Instruments Are The Most-Recalled Promotional Item



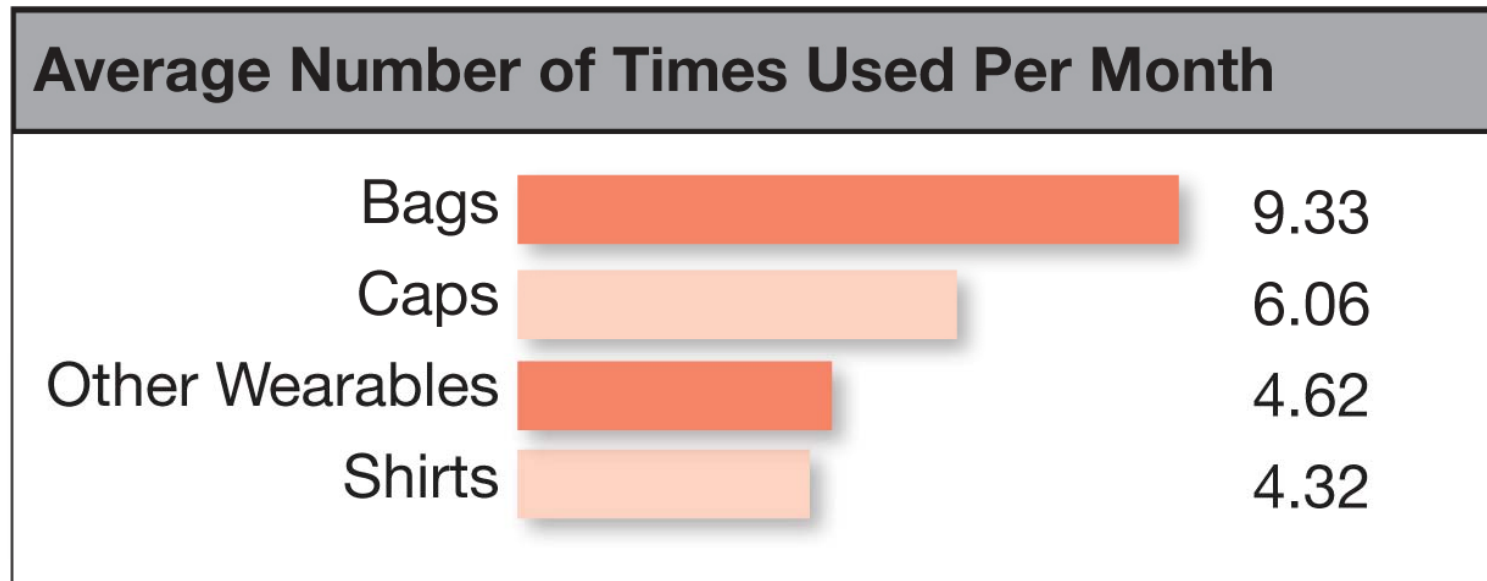
The Typical Promotional Product is Kept for 7 Months

How Long End-Users Keep Products (months)				<i>Average # of months</i>
	1-6	6-12	12+	
Other Wearables	34%	28%	39%	8.7
Bags	37%	21%	42%	8.6
Calendars	37%	58%	4%	7.6
Recognition – Awards	49%	16%	34%	7.4
Caps	46%	38%	15%	7.1
Glassware/Ceramics	50%	24%	26%	7.1
Shirts	45%	45%	10%	6.8
Desk/Office/Business Accessories	65%	18%	17%	5.7
Writing Instruments	80%	12%	8%	4.3
Average	56%	26%	19%	6.9

End-users keep items that are **USEFUL**

Reason For Keeping Item	Useful	Attractive	Other
Bags	91%	34%	20%
Writing Instruments	91%	12%	23%
Other Wearables	89%	39%	17%
Glassware/Ceramics	86%	26%	30%
Desk/Office/Business Accessories	83%	14%	20%
Calendars	77%	31%	22%
Caps	76%	37%	33%
Shirts	74%	39%	34%
Recognition – Jewelry	31%	38%	54%
Recognition – Awards	23%	15%	69%
Total	81%	26%	27%

Bags are the most frequently used apparel item



Many Advertising Specialties Are Used Every Day

Frequency of Use	Writing Instruments	Glassware/ Ceramics	Desk/Office/ Business Accessories
At least once in the past year	4%	3%	5%
Once in six months	4%	6%	4%
Once per month	8%	10%	7%
Once per week	44%	56%	13%
Once per day	19%	25%	15%
2-5 times per day	20%	10%	10%
More than 5 times per day	20%	5%	9%
Never	5%	9%	36%
Average per month	64	33	50

Promotional Products Deliver Significant Numbers of Impressions

Category	Impressions Per Month
Bags	1038
Caps	476
Shirts	365
Writing Instruments	363
Desk Accessories	294
Glassware/Ceramics	251
Calendars	227
Recognition-Awards	221
Wearables	64

The Cost-Per-Impression of Advertising Specialties is a Fraction of a Cent

	Total Impressions	Cost Per Impression
Bags	8927	\$0.002
Caps	3380	\$0.002
Shirts	2482	\$0.005
Glassware/Ceramics	1782	\$0.004
Calendars	1725	\$0.003
Desk Accessories	1676	\$0.007
Recognition – Awards	1635	\$0.021
Writing Instruments	1561	\$0.002
Other Wearables	557	\$0.016
Average		\$0.004

Advertising Specialties Deliver a Better CPI Than Virtually Any Other Media

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
Advertising Specialties	\$0.004
Billboard (City/National)	\$0.003