

Why Advertising Specialties are
The most cost-effective
Advertising Medium

Advertising specialties, also known as promotional products, provide the most cost-effective form of advertising, when compared to TV, newspaper, radio and magazines.





- **84%** of recipients of advertising specialties can **identify** the advertiser.
- No other advertising medium provides anywhere close to the name recognition associated with advertising specialties.



Advertising Specialties Generate a Favorable Impression

- **42%** of recipients of advertising specialties have a **more favorable** impression of the advertiser.



Advertising Specialties Generate Customers and Loyalty

- **62%** of recipients of advertising specialties **did business** with the advertiser **after** receiving an item.

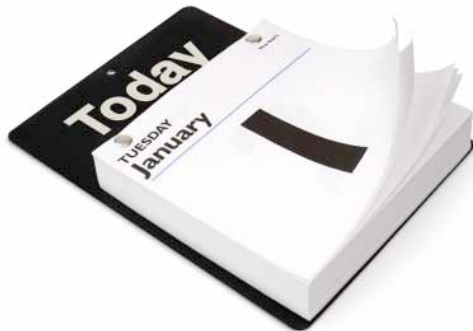


Advertising Specialties Deliver Impressions Over a Long Period of Time

- The average advertising specialty is kept for
7 months!



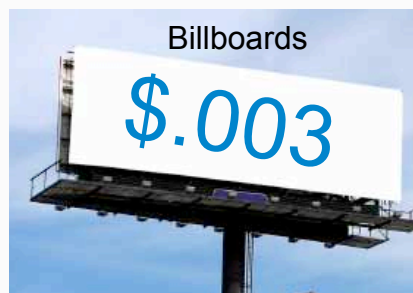
- **81%** of recipients of advertising specialties keep items that **are useful.**



Many Advertising Specialties are Used Every Day

	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

Advertising Specialties Deliver a More Favorable Cost-Per-Impression Than Other Media



Sources: Advertising Specialty Institute, LosAngelesMobileBillboards.com, The Nielsen Company.

Recap

84% of end-users can name the advertisers on the items they received.

62% have done business with the advertiser AFTER receiving the item.

End-users keep products for **7 months**.

The average cost-per-impression of a promotional product is **\$.004**.



A 3D white character with a large head and small body is holding a large white rectangular sign. The character is standing on a light gray surface. The sign contains text in red and black.

***For more information, contact your
advertising specialty distributor.***

The remaining slides share more information on how the study was done, as well as the total spending on advertising specialties and the trends in the types of product categories being purchased.

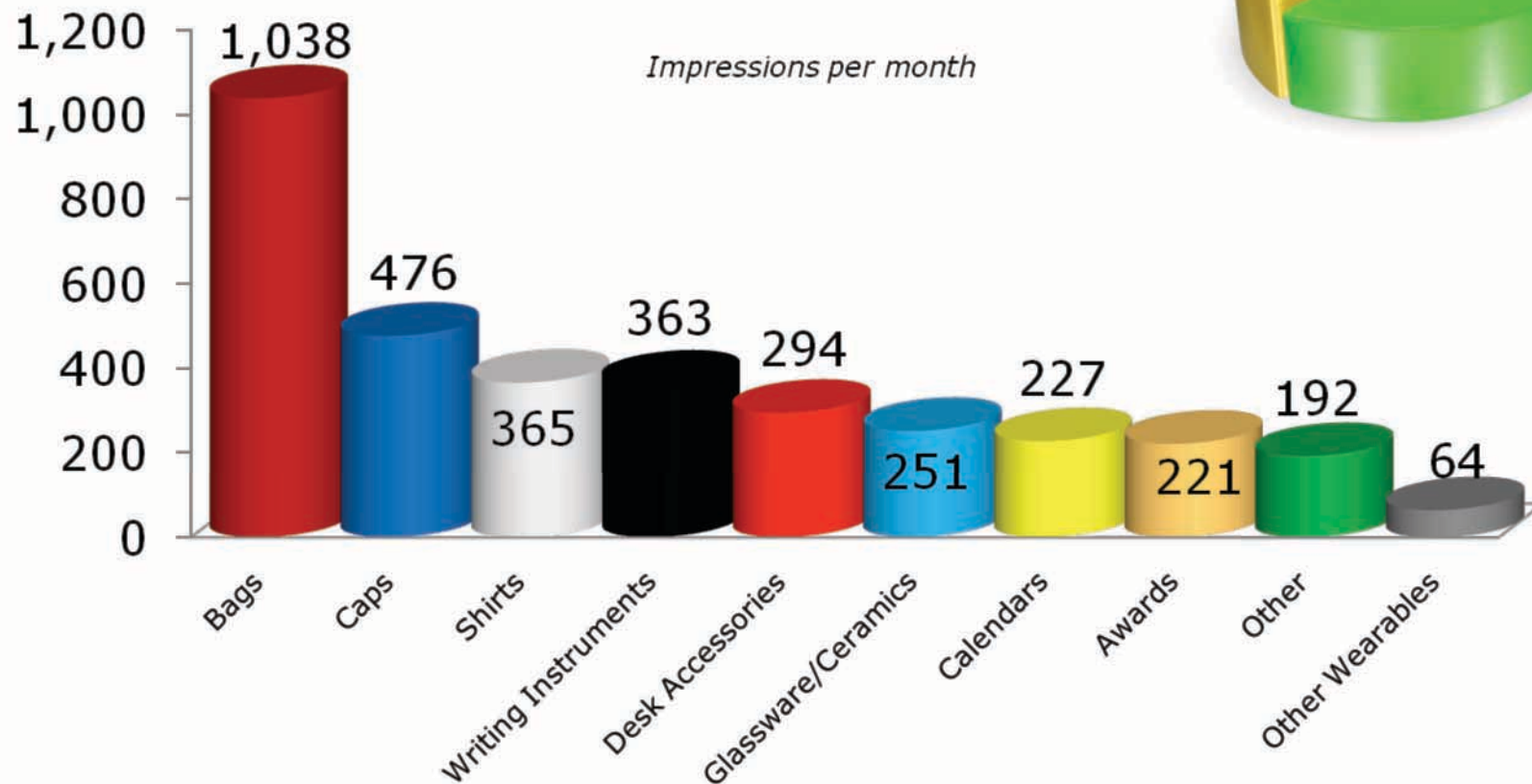
How We Conducted The Study

- Team of interviewers surveyed businesspeople in 4 metro areas:
 - New York
 - Chicago
 - Los Angeles
 - Philadelphia
- An online survey to additional end-users augmented the in-person survey
- 618 completed surveys



Impressions by Category, and Cost of Each Impression

Advertising Specialties Deliver Significant Impressions



Advertising Specialties Cost-Per-Impression by Category



Awards



Other Wearables



Desk Accessories



Shirts



Other



Drinkware



Calendars



Writing Instruments



Caps



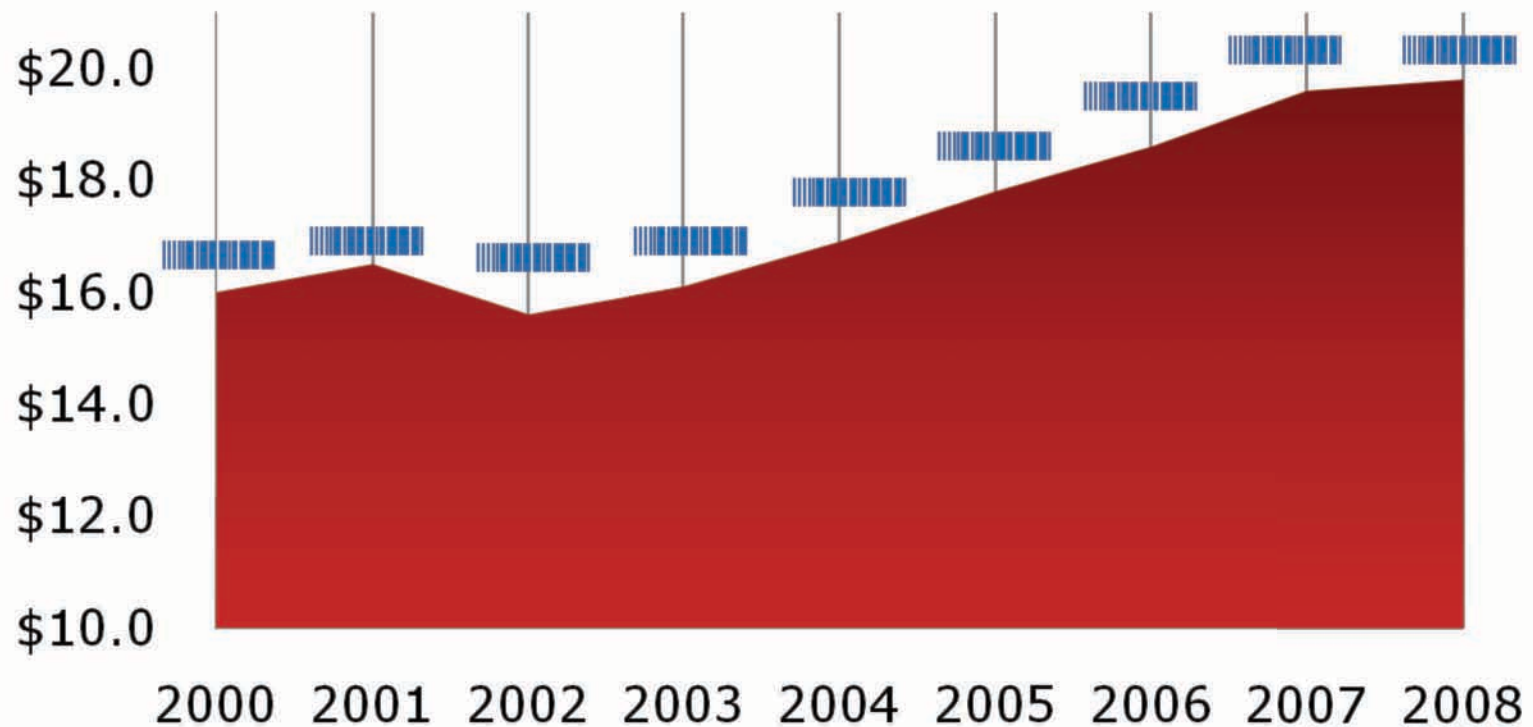
Bags

Most Popular Product Categories (Based on Industry Revenue)

Rank	Category
1	Shirts
2	Bags
3	Headwear
4	Desk/Office Accessories
5	Writing Instruments
6	Other Wearables
7	Glassware/Ceramics
8	Computer Related
9	Health & Safety
10	Electronics

17

\$19.8 Billion of Advertising Specialties were Purchased in 2008



Source: Advertising Specialty Institute.



Contact your local advertising specialty distributor to learn more and benefit from the power of advertising specialties.