

Marketing Cents



What kind of marketing support can you get for half a penny? Plenty, according to our new exclusive survey, which reveals the cost-per-impression of a promotional product. Use the results of this groundbreaking research to prove the ROI of your marketing efforts.

(BY ANDY COHEN & DAVE VAGNONI)

ROI. Marketing efficiencies. Bang for the marketing buck. Cost-effective promotional strategies. These are all buzzwords that marketers use every day as they attempt to prove the value of their promotional efforts. As budgets were trimmed over the past two years, most marketing teams had dual goals: Get even better lead-generation and marketing results for less money; and, prove the value of their programs with return-on-investment (ROI) metrics.

Both of these goals can now be achieved with the help of the Global Advertising Specialties Impressions Study, just released by the Advertising Specialty Institute (ASI, *Successful Promotions'* parent company). The survey, introduced two years ago and reprised in global form this year, asks businesspeople in cities throughout four countries exactly how they use promotional products, what they do with them after receiving them, how many times they use them, and how many items they receive on a monthly basis.

USE THIS TOOL

Want more data to help maximize the ROI of your promotional campaigns? Visit www.asicentral.com/study for the complete ASI Global Advertising Specialties Impressions Study. There you'll find videos explaining the study, as well as a downloadable PDF with all of the key information.

So what did the survey find? In a nutshell: Promotional products yield an average cost-per-impression (CPI) of \$0.005. In fact, bags (\$0.001) and writing instruments (\$0.001) offer the best CPI, but there are eight promotional items with a CPI of \$0.005 or better. That's half a penny – an ROI that far surpasses most other advertising media you can use, including prime-time television. That's definitely a significant bang for your marketing buck.

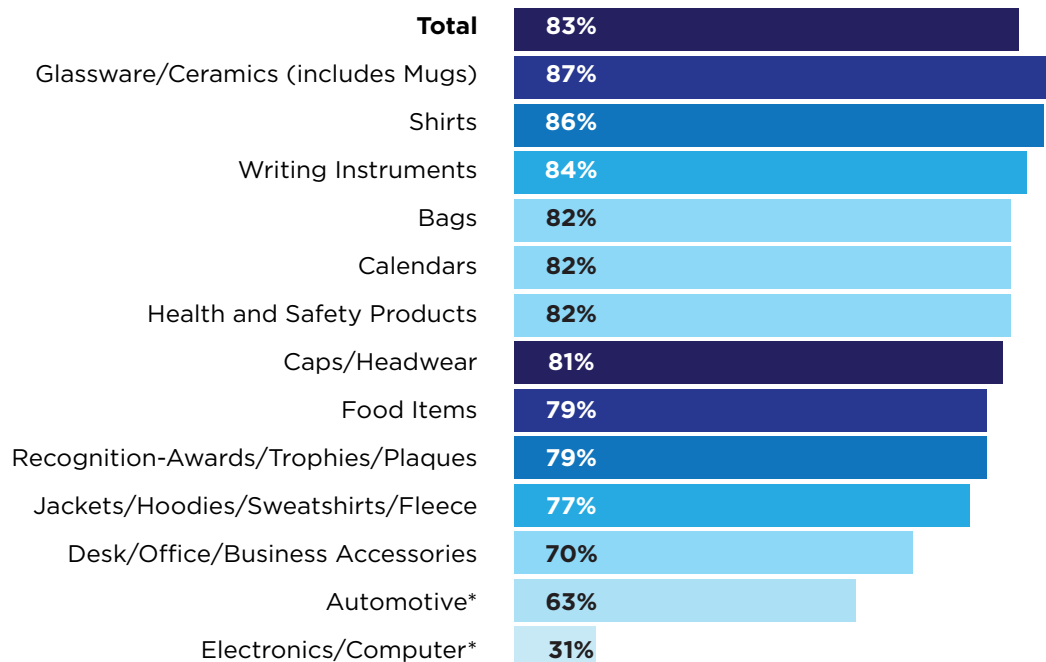
But just how effective are promotional products? And can they really sway the opinion of someone who receives them? And what products are right for which demographic groups? All of the answers are revealed in the survey.

Cost-Per-Impression by Media

Ad Specialties	Prime-time TV	National Magazines	Spot Radio
\$0.005	\$0.018	\$0.045	\$0.058

Ability to Identify Advertiser

U.S. (2010)



*Results should be analyzed with caution due to low base size.

ADVERTISER RECALL

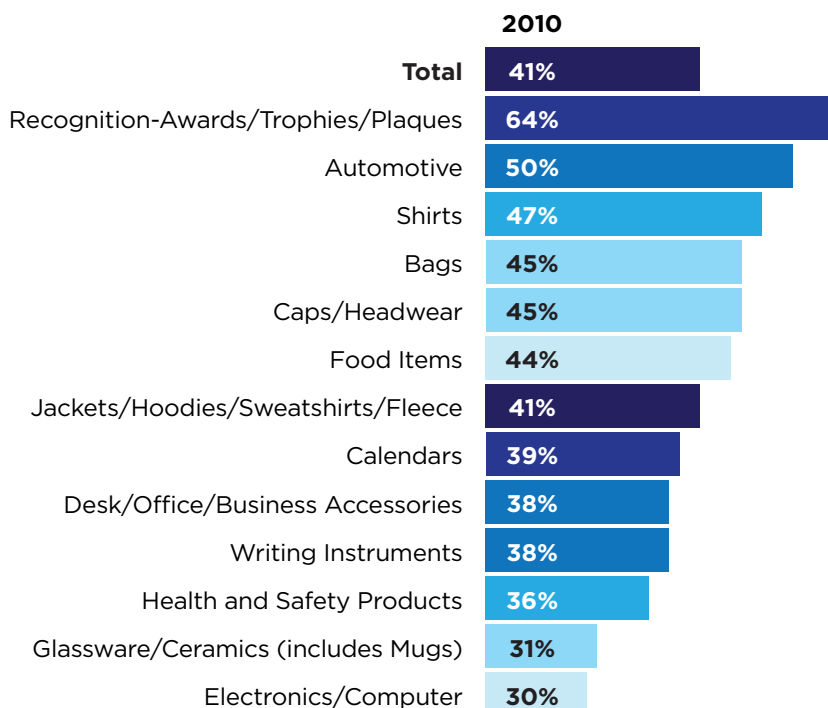
It's one thing for a marketing campaign to be cost-effective. But it also has to resonate with its target audience. According to the new study, promotional products accomplish this, with 83% of businesspeople saying that they can identify the advertiser on a promotional item they own. That number varies by product. For example, a whopping 87% of respondents say they can recall an advertisement on glassware and ceramics. (Think about the coffee mug you have sitting on your desk right now.) And 86% of businesspeople remember the advertiser on the promotional shirts they have in their closets.

In addition to respondents' advertiser recall being improved by a promotional item, they say they keep an ad specialty for a long time: an average of 5.4 months. That can add up to a significant number of impressions.

FEELING THE LOVE

Not only do most businesspeople remember the name of the advertiser on a promotional product, but many say their impression of the advertiser is more positive as a result. In fact, in the United States, 41% of businesspeople say their impression of an advertiser is more favorable after receiving a promotional item or gift from them. Again, that percentage varied by product. For example, 64% of businesspeople say they feel more favorable toward employers or other businesses that give them plaques, trophies or awards; other products that rank high on the "more favorable" list include automotive items (think auto safety kits), shirts, bags and caps.

Impression of Advertiser: More Favorable



QUITE AN IMPRESSION

If you're looking to have your company's logo or branding message seen by as many eyes as possible, bags are one item to consider. Since bags are often heavily used items, and most users encounter many people when they are carrying them, a single logoed bag delivers a whopping 1,078 impressions per month, the most impressions of any ad specialty. Coming in second, third and fourth, respectively, are caps, writing instruments and shirts, which all deliver more than 300 impressions per month. It's also important, however, to look at how long the recipient typically keeps an item. (Obviously, the longer an item is kept, the more impressions it delivers.) According to the study, electronic and computer items are kept the longest, while the average promotional product is kept for 5.4 months. Tying for second place are bags, caps and calendars.

Total Impressions and Time Kept

	Impressions/ Month	Months Kept
Bags	1,078	6.7
Caps/Headwear	443	6.7
Writing Instruments	437	4.6
Shirts	344	6.4
Calendars	295	6.7
Electronics/Computer*	278	8.1
Automotive*	265	4.6
Jackets/Hoodies/Sweatshirts/Fleece	257	3.9
Desk/Office/Business Accessories	243	5.5
Recognition-Awards/Trophies/Plaques*	223	7.3
Glassware/Ceramics (includes Mugs)	198	6.6
Food Items	93	1.0
Health and Safety Products	86	4.1
AVG		5.4

CAPS ARE KEY DOWN UNDER

Besides drawing information from respondents in the U.S., this year's Advertising Specialties Impressions Study includes data from locales like London, England, and Sydney, Australia. The overall results are similar to U.S. findings, but also illustrate some unique global trends.

For example, in Australia, caps (\$0.001) provide the best CPI of any promotional product, followed closely by writing instruments (\$0.002), calendars (\$0.003), desk and business accessories (\$0.004) and T-shirts (\$0.005). On average, Australians own 8.3 promotional products and, when they no longer need the items, they tend to give them away (68.3%) rather than toss them away (15.4%).

In Canada, writing instruments (\$0.001) offer the best CPI, edging out caps (\$0.002), bags (\$0.002) and calendars (\$0.002). On average, Canadians own 9.4 promotional items,

Promotional Products by Country

The average number of promotional items owned by people in various countries.

United States	Canada	Great Britain	Australia
9.6	9.4	8.4	8.3

with more than 60% of respondents believing consumer brands are at least somewhat important when receiving a product.

Finally, in Great Britain, health and safety products take top billing, with a CPI of \$0.001. On average, people in London own 10.3 promotional products, making England's largest city the international capital, of sorts, for ad specialties.

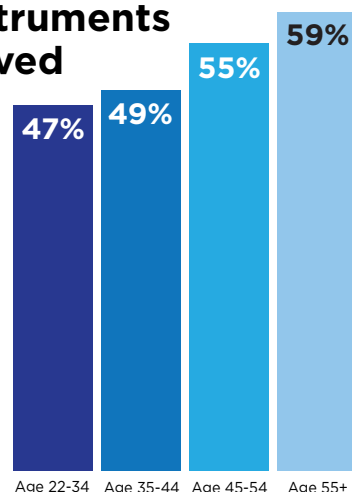
GEN NEXTERS VALUE BRANDS

Looking to attract the over-50 crowd? Consider calendars and pens. The data shows people 55 and over tend to receive more writing instruments (59% to 47%) and calendars (32% to 16%) than people 34 and younger. Conversely, people age 21 to 34 receive more safety products (13% to 8%) and promotional food items (15% to 8%) than senior citizens. Logoed T-shirts are commonly given to all ages, as are mugs and jackets.

People age 45 to 54 each own 9.8 promotional products, the most of any group. While people 55 and older are most likely to give away promotional products to others (70%), young people value name brands the most, with 65% of these respondents admitting consumer brands are very important to them when receiving an ad specialty item.

Writing Instruments Received

The over-55 set is most likely to own a promotional pen.

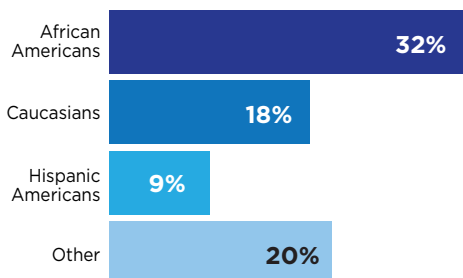


ETHNIC TRENDS TO NOTE

If your marketing efforts center around a particular ethnicity, you'll want to pay attention to these figures: African Americans received more caps (32%) than any other group in the last year, and also were most likely to have received promotional food (26%), bags (37%) and jackets (16%).

Caps by Race

The percent of each group who say they own a promotional hat.



Caucasians most often received calendars (37%), while Hispanics most often received writing instruments (82%) and desk items (27%).

The majority of African Americans (58%) don't feel consumer brands are important when

receiving a promotional item, a stark difference compared to other groups. About 64% of Hispanics and 58% of Caucasians said consumer brands were important to them.

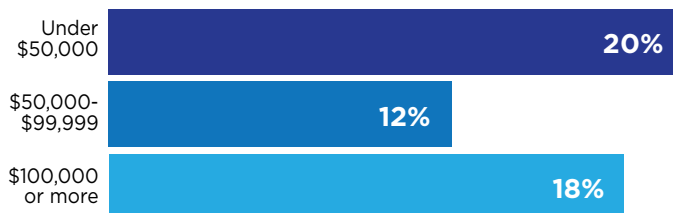
BRAND IMPORTANCE VARIES BY INCOME

Income is a new comparative measure included in the 2010 study. Data shows people who make less than \$50,000 annually report receiving the most T-shirts (42%), calendars (38%), bags (36%) and desk items (28%). Meanwhile, respondents in the highest income group report receiving the fewest caps (13%), writing instruments (55%) and glassware (8%).

About 20% of respondents whose annual income is \$50,000 or less report consumer brands are very important to them when receiving a promotional item, compared to 12% of people who make \$50,000 to \$99,999. About 38% of people whose salary is \$100,000 or more say consumer brands are not important at all to them.

Importance of Consumer Brands

Recipients with the lowest income place the most importance on consumer brands.



DEMS LIKE BAGS, REPUBLICANS LIKE FOOD

Democrats and Republicans don't always agree, so it's no surprise that there are clear differences in the results from the study. On average, Democrats tend to receive more bags (26%), writing instruments (69%) and calendars (40%). Republicans tend to receive more caps (25%), promotional food (19%) and electronics (6%). Not to be forgotten, independents receive the most T-shirts (44%).

Members of the GOP are also most likely to give away a promotional product they no longer need (86%), and least likely to throw ad specialties away (7%).

Give Promotional Products to Others

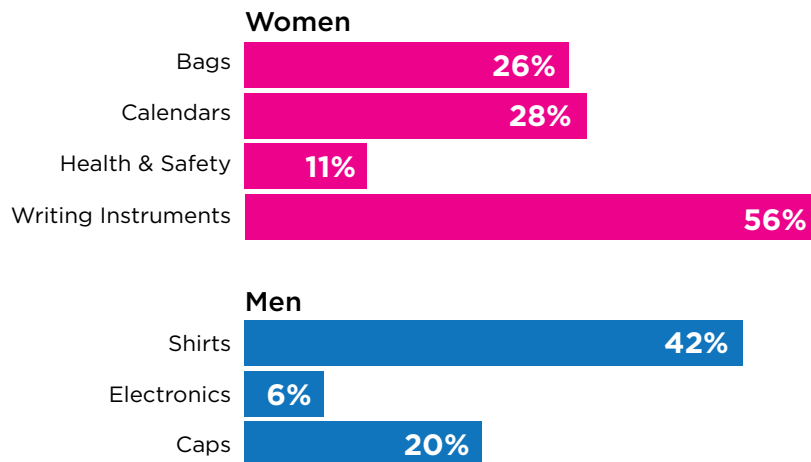


BAGS FOR WOMEN, TEES FOR MEN

Does your target market include predominately males or females? Then you'll want to pay close attention to these stats: According to the study, men own more promotional products (9.6) than women (8.9), but the majority (60%) of both male and female respondents each own more than six ad specialty items. Within the past year, women have received more bags (26% to 18%), calendars (28% to 19%), health and safety items (11% to 8%) and writing instruments (56% to 46%) than men. Yet, during the same period, men received more T-shirts (42% to 30%), electronics (6% to 2%) and caps (20% to 12%) than women.

Both men and women feel similarly about consumer brands, with few believing they are very important when receiving a promotional item.

Promotional Products by Gender

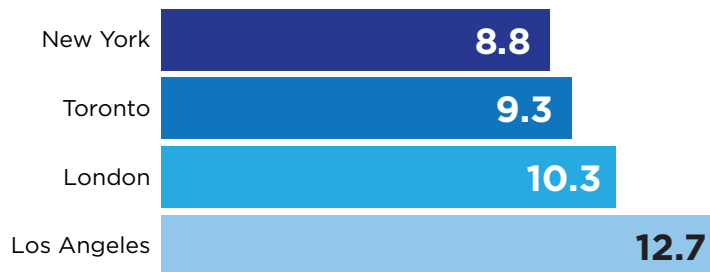


LOS ANGELES IS SWAG CAPITAL

With data from places like Los Angeles, Chicago and New York City, it's clear that promotional products are a popular and useful advertising medium in the U.S. The global mecca for promotional products is Los Angeles, with each respondent there owning an average of 12.7 ad specialty items. About 28% of L.A. respondents report owning 21 or more promotional products. Also of note, within the past year, nearly half (44%) of respondents in Chicago received a logoed T-shirt, while 37% of New Yorkers received promotional food.

Most Promotional Items

On average, consumers in Los Angeles own the most ad specialties.



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