



*The power of*

**PROMOTIONAL  
PRODUCTS**

In today's competitive landscape, marketing is vital for companies wanting to raise awareness of their brands. But traditional forms of advertising such as radio, television and print have become expensive, have a limited lifespan and don't allow customers to physically interact with your brand.

*So, what's the solution? Promotional products, of course.*

Even in the face of challenging economic conditions, companies in the know continue to spend revenue on branded goods, using them as an effective way to market their business.

**From pens and power banks to notebooks and knife sets, promotional products come in all shapes and sizes. They span all price points too, meaning there is something for almost every budget.**

However, their value is not tied to variety alone and cost-effectiveness, particularly when compared to other advertising mediums, is one of the primary reasons why the promotional products market continues to grow.

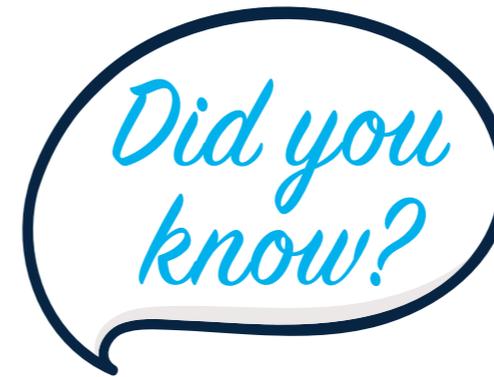
*Promotional products last longer too.*

*And the more attractive or functional the item, the more the recipient will be likely to use it.*

In the American and European promotional products markets, advertisers discuss the number of impressions a product makes – which basically refers to the number of times the recipient of that item sees your logo or message.

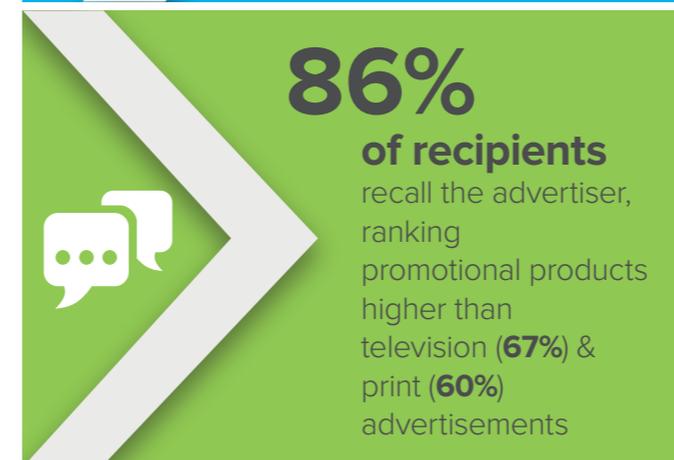
One industry study found that promotional pens are used on average 64 times in a month. If that's correct and the advertiser paid R7 per branded pen, it cost the advertiser just 11 cents per impression that month. In other words, 11 cents (every time) for the customer to see their **logo, brand or message 64 times!**

*And therein lies the power of promotional products...*



The first known promotional products – commemorative buttons – trace back to **1789** when American President George Washington was elected.

The first promotional product trade-show was held in **1914** - there were **32** exhibitors.



### Success

Making your brand memorable is easy with promotional products that possess these EFFECTIVE qualities, ensuring people use them:



### Impact

Promotional products leave the customer feeling:



Adding a promotional product to your media mix increases the effectiveness of other media by up to

**44%**

**75%**

of recipients keep a promotional product because it's practical

**69%**

of advertisers say that promotional products increase brand interest

**52%**

of project budgets / campaigns include promotional products

**82%**

of people are willing to take a survey if they know they will get a promotional product

**53%**

use a promotional product at least once a week

**41.8%**

will "like" a company on Facebook or tweet to receive a promotional product



**Still not sure your clients will be convinced?**

No problem, simply read on for more facts and figures they can't refute!

**3 GREAT REASONS**  
to hand out promotional products:

**60%**

**Boost campaign awareness:**

over 60% of recipients say they could remember the brand on a promotional product that they received during the last year.

**70%**

**Make an impact at trade-shows, events & conferences:**

over 70% of attendees say that promotional products are the best form of marketing.

**80%**

**Brighten up your marketing:**

8 out of 10 people say that branded promotional products increase brand awareness.

*Top Tips:*

- **At trade-shows, send the most exciting prospects home with a luxury gift.**
- **When it comes to promotional products, standing out from the crowd ensures better retention.**
- **Employees are brand ambassadors for an organisation; provide them with branded clothing and promotional products.**
  - **Free gifts encourage people to connect with you on social media.**
  - **Promotional gifts are a great way to reward fundraisers.**

*If you have customers who are skeptical about the power of promotional products, share this document name with them and they'll be true believers in no time!*