

# Revealing Study: Advertising Specialties Increase Sales & Deliver Better CPI than Other Marketing Media



Ad specialties, or promotional products, have been proven effective in *increasing sales and leads, generating goodwill, and improving Marketing ROI* (return on investment).

According to a ground breaking study of 618 business people\*:

- 62% of the participants did business with the advertiser AFTER receiving the ad specialty.
- Of those who had not yet done business with the advertiser almost **one quarter** stated that they were more likely to do business with them in the future.
- In addition, 42% of participants reported having a more favorable impression of the advertiser while virtually none indicated any negative feelings.
- Advertising Specialties deliver a better Cost Per Impression (CPI) than virtually any other media. With the average CPI of a promotional product equaling \$0.004, the CPI for advertising specialties beats all forms of media (except billboards).

\* Advertising Specialties Impact and Exposures Study - October 2008 Final Report

### Top 5 Items Generating Business from Recipient

	Total
Recognition-Awards	77%
Other Apparel	72%
Shirts	70%
Bags	68%
Caps	67%

### Top 5 Items Encouraging Future Business from Recipient

	Significantly/Somewhat More Likely (net)	No Change	Significantly/Somewhat Less Likely (net)
Recognition - Jewelry	38%	57%	0%
Calendars	36%	61%	2%
Recognition - Awards	27%	73%	0%
Bags	26%	74%	0%
Writing Instruments	23%	76%	0%

### Top 5 Items Creating Favorable Impression with Recipient

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 Apparel	44%	56%	0%
Glassware/Ceramics	39%	61%	0%

### Cost Per Impression of Major Media Channels

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
Promotional Products	\$0.004
Billboard (City/National)	\$0.003

## Top 5 Reasons to Give Advertising Specialties to your Customers

1. Instant brand recall: customers remember the business who gave them an ad specialty.
  - 84% remembered the company providing them with the item.
2. Customers buy from the companies that give them promotional products.
  - 62% did business with the company after receiving the item.
3. Lowest Cost Per Impression (CPI) of popular advertising media.
  - The average CPI of an ad specialty is \$.004.
4. Improved Impressions – customers view businesses that gave them an ad specialty more favorably
  - 42% had a more favorable impression of the company after receiving the item.
5. Frequent exposure – Ad specialties are one of the keys to successful marketing
  - The typical product is kept for 7 months and many are used by your customers every business day!



**Let me help you brand your company on a pen,  
a USB drive, or even a plant leaf today!**

Please contact me to learn more about buying ad specialties.

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Title \_\_\_\_\_ Department \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_