

DO YOU KNOW THE PROMOTIONAL INDUSTRY?

RECALL RATES OF VARIOUS ADVERTISING CATEGORIES



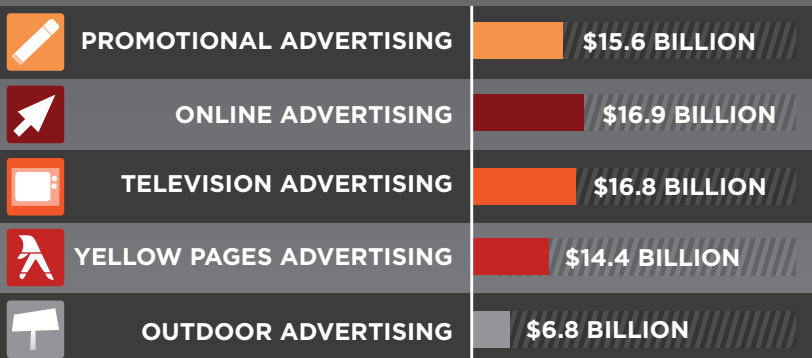
8 out of 10 people surveyed remember the advertisers of the promo products they received



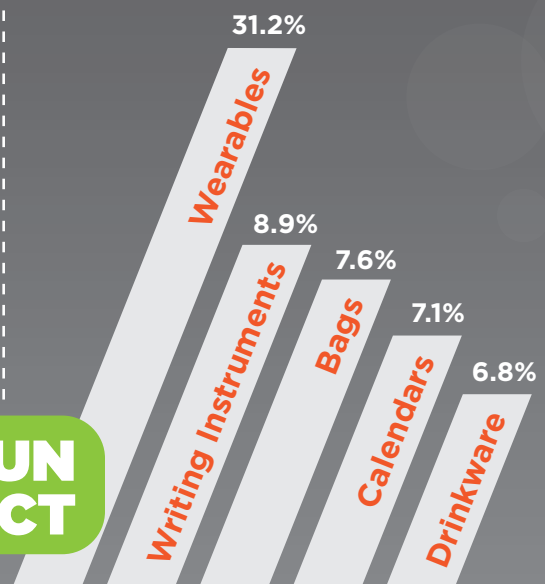
FUN FACT

IN 1891 THE WRIGLEY COMPANY SOLD SOAP AND BAKING POWDER. A PROMO GIVEAWAY OF GUM WITH THEIR LOGO ON IT IS NOW A \$5 BILLION HISTORY LESSON.

PROMO ADVERTISING VS. THE OTHERS



TOP 5 PRODUCT CATEGORIES



THE FIRST TRADESHOW WAS HELD IN 1914 - THERE WERE 32 EXHIBITORS.

FUN FACT

WHY PROMOTIONAL PRODUCTS WORK

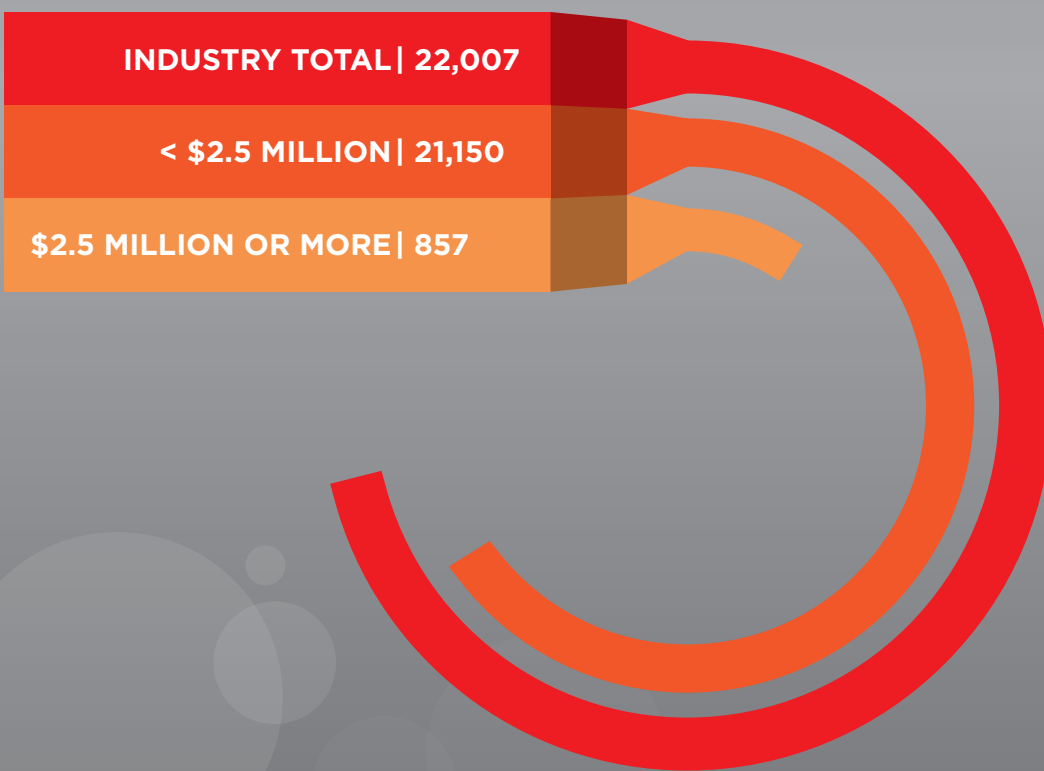


- ENGAGE ALL THE SENSES
- USEFUL
- APPRECIATED BY THE RECIPIENTS
- RETAINED BY THE RECIPIENTS
- LOW COST PER IMPRESSION

TOP 5 BUYERS



DISTRIBUTOR SALES VOLUME



WHERE THEY KEEP THEIR PROMOTIONAL PRODUCTS

KITCHEN

91%

74%

BEDROOM

55%

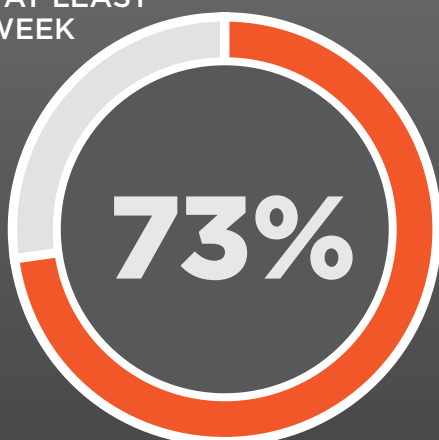
WORKSPACE

FUN FACT

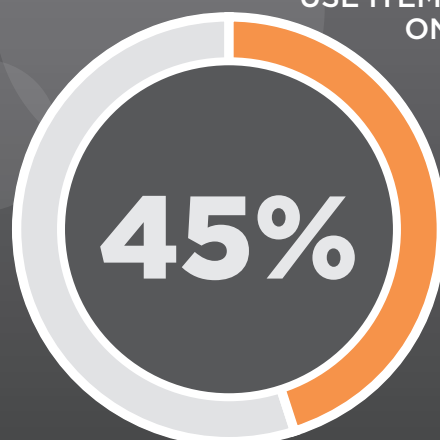
SOME OF THE FIRST PROMOTIONAL ITEMS WERE COMMEMORATIVE BUTTONS GIVEN OUT AT THE INAUGURATION OF GEORGE WASHINGTON IN 1789

LONG-LASTING | REPEAT EXPOSURE

USE ITEM AT LEAST ONCE A WEEK



USE ITEM AT LEAST ONCE A DAY



NOW YOU KNOW THE PROMOTIONAL INDUSTRY