

# ASI's Advertising Specialties Impressions Study Final Report

## Background:

In June and July of 2008, a team of interviewers surveyed 465 businesspeople in New York, Chicago, Los Angeles and Philadelphia on behalf of ASI regarding promotional products they had received. The purpose of the interviews was to understand how advertising specialties influence end-users' purchasing decisions; determine the number of impressions of popular advertising specialties; and analyze the Cost Per Impression (CPI) of advertising specialties compared with other popular advertising media.

Further, during October 2008, an online panel survey was conducted among recipients of advertising specialties to augment the non-wearables sample from the in-person interviews. Results have been combined in the report where appropriate. There were 213 completed Web based interviews, for a total of 618 completed surveys for this study.

Respondents were asked if they had received any promotional products in the last 12 months. Most respondents were business/professional people (84%) and all were age 21 or older.

## Summary of Conclusions:

- **Instant recall:** More than 8 out of 10 (84%) respondents remembered the advertisers of the promotional products they've received.
- **Very impressive:** 42% of respondents had a MORE favorable impression of an advertiser after receiving the item. And nearly a quarter (24%) said they are MORE likely to do business with the advertiser on the items they receive.
- **It's all business:** Most respondents (62%) have done business with the advertiser on a promotional product after receiving the item.
- **Pens are in:** Writing instruments are the most-recalled advertising specialty items (54% of respondents recall owning them), followed by shirts, caps and bags.
- **User-friendly:** The majority (81%) of promotional products were kept because they were considered useful.
- **Staying power:** More than three-quarters of respondents have had their items for more than 6 months.
- **Bag it!:** Among wearables, bags were reported to be used most frequently with respondents indicating that they used their bags an average of 9 times per month. They also deliver the most impressions: Each bag averages 1,038 impressions per month.
- **Most impressive:** The average CPI of an advertising specialty item is \$0.004; as a result, marketers get a more favorable return on investment from advertising specialties than nearly any other popular advertising media.