What Is The Value Of A Promotional Product?
Because the products are useful and appreciated by recipients, they are retained and used, repeating the imprinted message many times without added cost to the advertiser.

What Is PPAI?
Promotional Products Association International is the only international not-for-profit trade association for the promotional products industry. The Association offers education, technology, trade shows, business products and services, and legislative support to its more than 15,000 global member companies. PPAI has celebrated 114 years of service to the promotional products industry and its members, making it one of the oldest trade associations in the United States.

How Is The Industry Structured?
- A promotional consultant develops solutions to marketing challenges through the innovative use of promotional products and is a resource to corporate buyers, marketing professionals and others wanting to increase brand awareness, trade show traffic, employee retention and more.
- Suppliers manufacture, import, convert, imprint or otherwise produce or process products offered for sale through promotional products consultants.
- As the trade association for the promotional products industry, PPAI represents the interests of both member and nonmember promotional product companies, more than 40,000 U.S. companies providing more than 500,000 U.S. jobs.

Top Ten Buyers
- Business Services
- Construction
- Education
- Insurance
- Financial
- Technology
- Manufacturing
- Non-Profit
- Healthcare
- Agriculture

Top Ten Uses
- Brand Recognition
- Brand/Product Awareness
- Corporate Identity
- Public Relations & Goodwill
- Customer Retention & Appreciation
- Generate Sales & Referrals
- Employee Communications & Recognition
- New Product Introduction
- Motivate Behaviors & Incentive Programs
- New Customer Acquisition

DID YOU KNOW?
The promotional products industry consists of 40,546 companies and 489,065 industry jobs.

Sales By Product Category

Source: PPAI 2017 Sales Volume Study
**Positive Impact**

Nearly 7 in 10 brands consider promotional products mostly or always effective in achieving marketing goals.

**Reach**

89% of consumers have received a promotional product in the last six months.

**Reaction**

79% researched the brand.

83% more likely to do business with the brand.

**Recall**

9 in 10 recall the branding.

8 in 10 recall the messaging.

7 in 10 recall the call to action.

Who Recalls What Best?

- **Millennials** best recalled social media.
- **Generation Xers** best recalled directional calls to action, or statements with definitive instructions.
- **Baby Boomers** best recalled points of reference such as website domains or contact information.

**Reasons**

Top 3 reasons people keep promotional products:

- **Fun**
- **Functional**
- **Trendy**

**Resonance**

82% had a more favorable impression of the brand.

**Repeated Exposure**

81% keep promotional products for more than a year.

**Power of Promotional Products**

Ranked #1 most effective form of advertising to prompt action across all generations.

- **Millennials**
  - 1) Social Media
  - 2) Contact
  - 3) Directional
  - 4) Hashtag
  - 5) Website

- **GEN Xers**
  - 1) Social Media
  - 2) Call to action
  - 3) Logo
  - 4) Slogan
  - 5) Website

- **Baby Boomers**
  - 1) Social Media
  - 2) Call to action
  - 3) Logo
  - 4) Slogan
  - 5) Website

- **Silent Generation**
  - 1) Social Media
  - 2) Call to action
  - 3) Logo
  - 4) Slogan
  - 5) Website

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*Source: PPAI 2017 Consumer Study  •  *Source: PPAI 2016 Buyer Behavioral Study

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