



# GLOBAL AD IMPRESSIONS STUDY

2019 EDITION

*Demonstrating the value and effectiveness  
of promotional products to consumers*

A PDF of this report (plus end-buyer-friendly, downloadable charts)  
can be found at [asicentral.com/study](http://asicentral.com/study).



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# INTRODUCTION

**The ASI Ad Impressions** study gives ASI members powerful data proving that **promotional products are the most high-impact, cost-effective advertising medium around for their clients.** The findings in this study are based on thousands of in-person and online surveys taken by consumers in the U.S., Canada, Mexico and parts of Europe. This survey answers questions about promotional products' reach, consumers' perceptions of them and how branded products influence buying decisions and products' impact on consumer opinions of the advertiser.

ASI Market Research undertakes this important study to show the power of promotional products among consumers on a global scale, and their affordable cost-per-impression as compared to other forms of advertising.



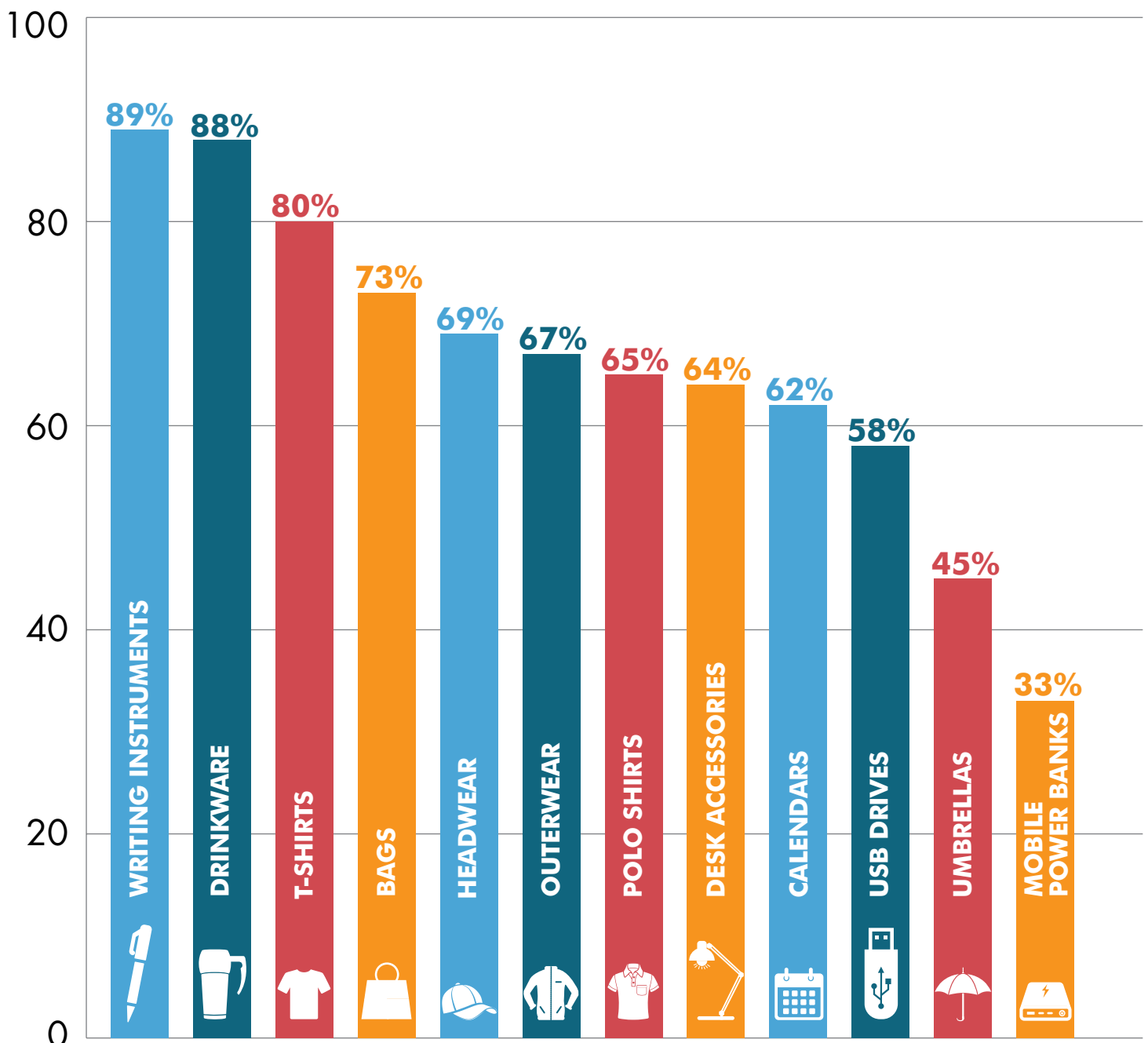
It's hoped that the data and infographics in the study will raise awareness among members of the public of the value and power of promotional products, and will be used by our members, in their presentations to clients, in order to demonstrate the impact of promotional products on branding and advertising strategies.

# PRODUCT OWNERSHIP

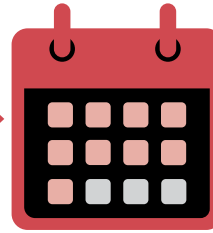
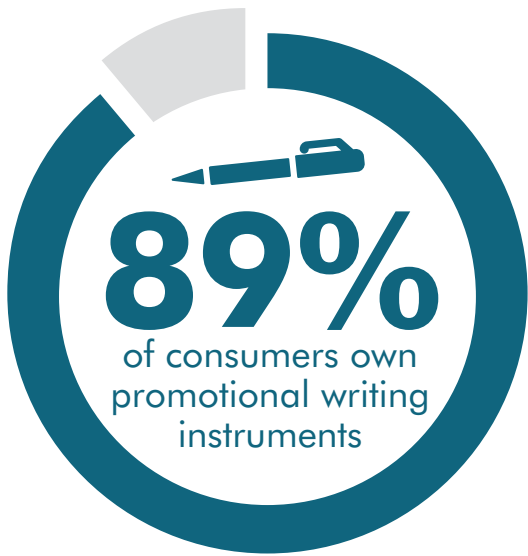
**U.S. consumers were asked which promotional products they currently owned.** Promotional items are defined as items that have an advertiser's logo and/or message on them. They are usually given away free by companies to consumers.

As the graphic below reveals **promotional pens and drinkware are widely owned by consumers** across the United States. Nearly 9 in 10 consumers report owning each. In fact, most categories of promotional products are owned by more than half of consumers!

### PRODUCT OWNERSHIP IN THE UNITED STATES



# WRITING INSTRUMENTS



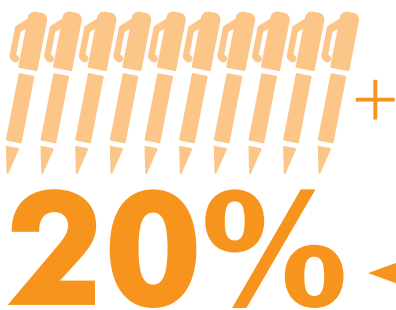
Promotional writing instruments are kept an average of **9 months**



**3,000**

Number of **impressions** Promotional Writing Instruments generate throughout their lifetime

A pen that costs \$1 will have a CPI of less than **1/10 of a cent** per impression!



of consumers own **more than 10** promo writing instruments

**51%**

state that they would be **more likely to do business** with the advertiser that gave them the promo writing instrument



# CATEGORY SPOTLIGHT

# BAGS



**73%**

of consumers own promotional Bags

Promotional bags are kept an average of

**11 months**



**3,300**

Number of **impressions** Promotional Bags generate throughout their lifetime



A bag that costs \$5 will have a CPI of under

**2/10** of a cent per impression!



**50%**

of consumers **are more likely to do business** with the advertiser that gave them the promo bag

**84%**

of **baby boomers** report owning a promotional bag



# CATEGORY SPOTLIGHT T-SHIRTS



# 63%

of consumers  
keep their  
promo T-shirts  
for **over**  
**a year,**  
**with 47%**  
**keeping**  
**them for 2**  
**years and**  
**longer**



# 3,400

Number of **impressions Promotional T-Shirts** generate throughout their lifetime

A T-Shirt that costs \$7  
will have a CPI of only

# 2/10

of a cent

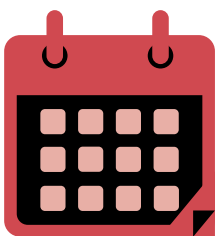
per impression!



Millennials  
report owning

# 5

promo  
T-shirts



Promo T-Shirts are  
kept an average of

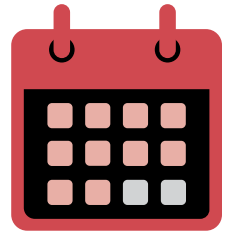
# 14 months

# CATEGORY SPOTLIGHT HEADWEAR

69%

of consumers own promotional  
Headwear

**One third of men**  
wear their **promo hat weekly** or more often



Promo headwear is  
kept an average of  
**10 months**

A hat that costs  
\$10 will have a  
CPI of only

**3/10**  
of a cent  
per impression!



**3,400**

Number of **impressions**  
**Promotional headwear**  
generates throughout their  
lifetime

**63%**

of consumers keep  
their promo hats  
**because they**  
**are attractive**

# CATEGORY SPOTLIGHT

# CALENDARS



**52%**  
of promo calendars  
are kept  
**1 year or  
more**

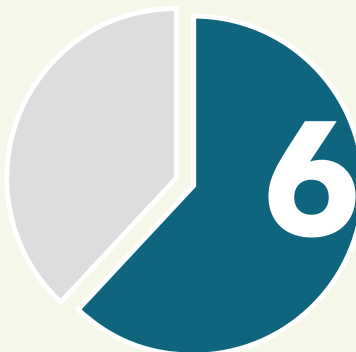


**850**

Number of **impressions**  
**Promotional calendars**  
generate over their lifetime

A promo calendar  
that costs \$3 will  
have a CPI of only

**3/10**  
**of a cent**  
per impression!



**62%**

of consumers own  
promotional Calendars



More **women (37%)**  
than **men (20%)** consult  
their promo calendars on  
a daily basis



**31%**

of **Millennials** and **Gen X'ers**  
use their promo calendars on a  
daily basis





# CATEGORY SPOTLIGHT

# USBs

A promo USB that costs \$5 will have a CPI of only

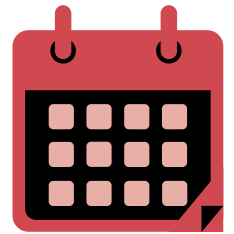
**7/10**  
of a cent  
per impression!



**43%**  
of consumers keep a  
promo USB drive for **2**  
years or longer

**58%**  
of consumers own  
promotional USBs

On average, promo  
USBs are kept  
**13 months**



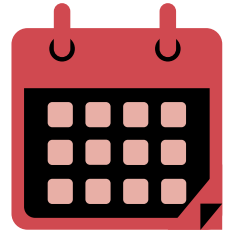
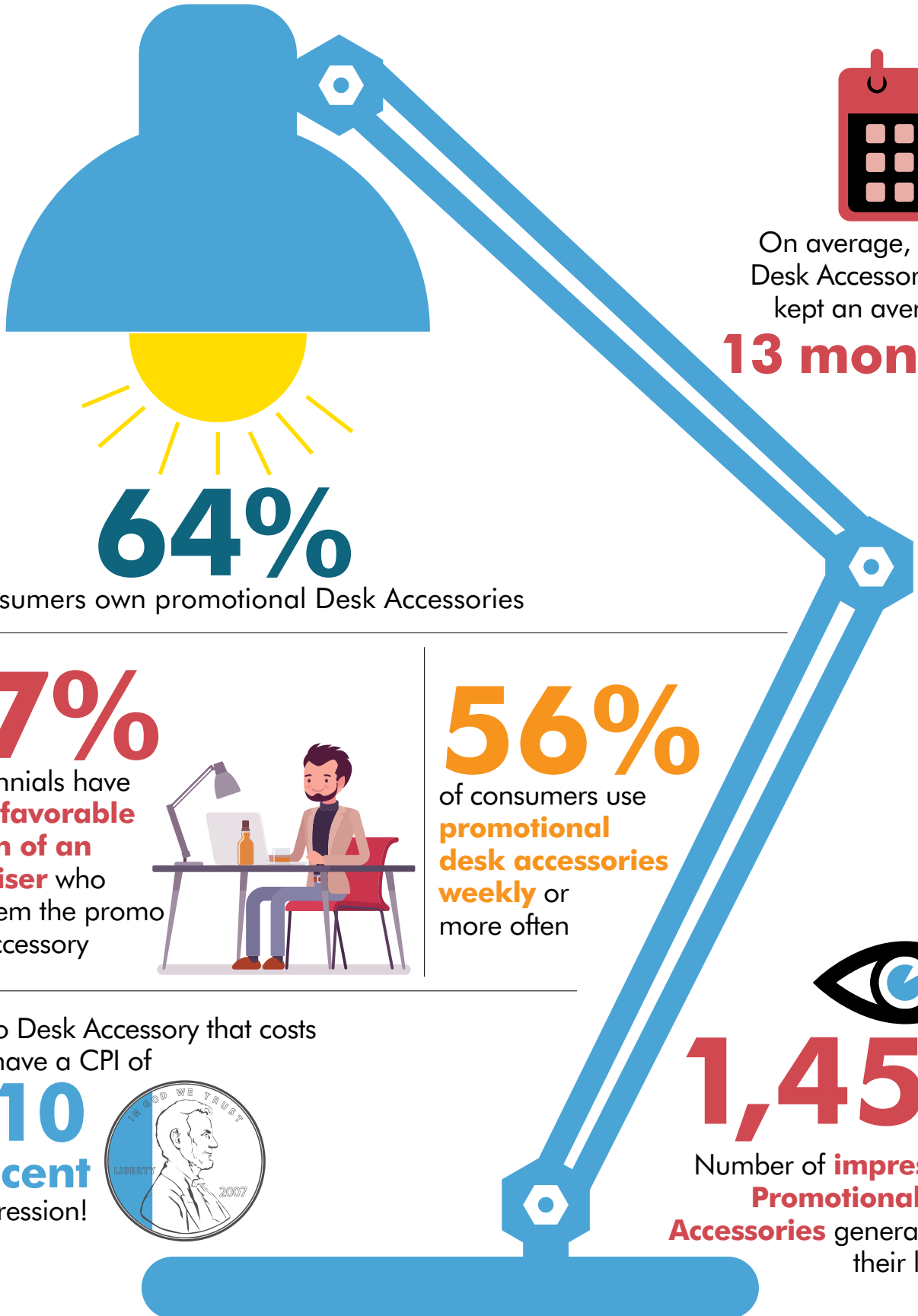
Nearly half (**47%**)  
would **give away**  
the promo USB  
drive if they didn't  
want it

**Promotional  
USBs** generate  
**700**  
impressions over  
their lifetime



# CATEGORY SPOTLIGHT

# DESK ACCESSORIES



On average, promo Desk Accessories are kept an average of

**13 months**

**64%**

of consumers own promotional Desk Accessories

**67%**

of millennials have a more **favorable opinion of an advertiser** who gave them the promo Desk Accessory



**56%**

of consumers use **promotional desk accessories weekly** or more often

A promo Desk Accessory that costs \$5 will have a CPI of

**3/10 of a cent** per impression!



**1,450**

Number of **impressions Promotional Desk Accessories** generate over their lifetime

# CATEGORY SPOTLIGHT DRINKWARE



**78%** of consumers own promotional Drinkware

Promo Drinkware that costs \$7 will have a CPI of under



**1/2**  
of a cent  
per impression!

**84%**

of **baby boomers** own promotional Drinkware

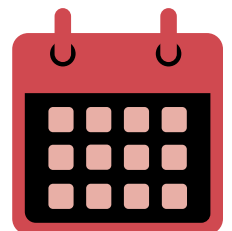


**71%**

of Gen X'ers are **more likely to do business with the advertiser** who gave them Promo Drinkware

**1,400**

Number of **impressions** Promotional Drinkware generates throughout its lifetime



Promo Drinkware is kept an average of  
**12 months**

# CATEGORY SPOTLIGHT

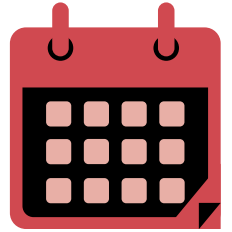
# UMBRELLAS

Promo Umbrellas that costs \$10 will have a CPI of under

**1 cent** per impression!



Promotional Umbrellas are kept an average of **14 months**



**45%**  
of consumers own promotional Umbrellas



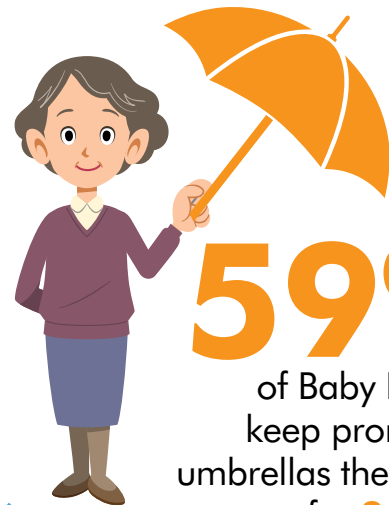
**1,100**

Number of **impressions Promotional Umbrellas** will generate over their lifetime



**58%**

of consumers report that the **quality of the umbrella** is the number one reason they keep it



**59%**  
of Baby Boomers keep promotional umbrellas they receive for **2+ years**

# CATEGORY SPOTLIGHT OUTERWEAR

A Promo Jacket that costs \$20 will have a CPI of only

**3/10**  
of a cent  
per impression!

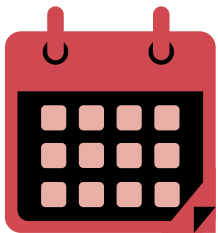
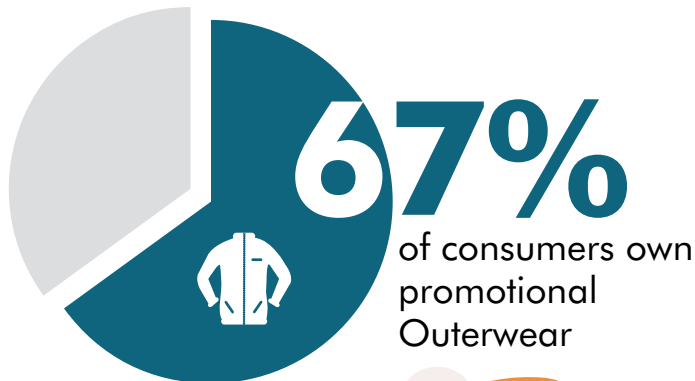


 **6,100**

Number of **impressions Promotional outerwear** will generate over their lifetime

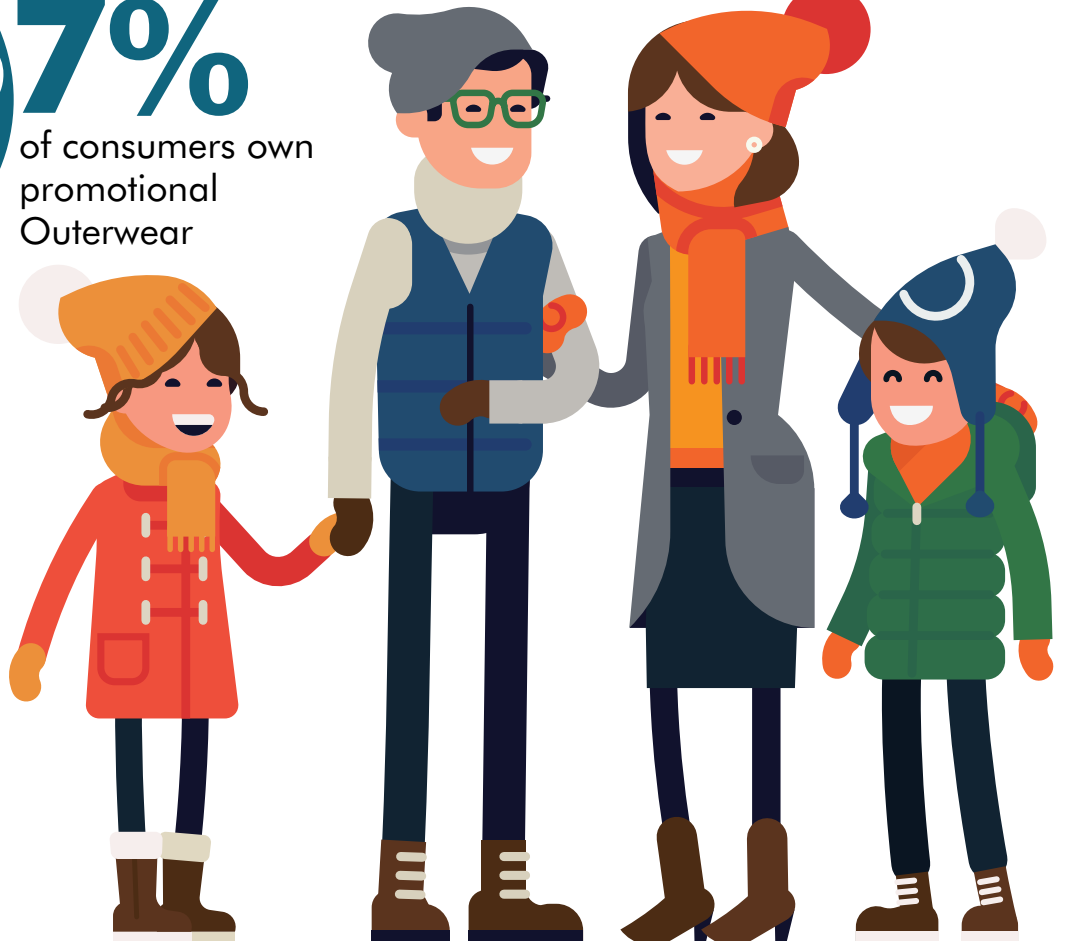
**70%** of consumers keep their promo outerwear for a **year or longer**

**42%** of **women wear their promo outerwear** on a weekly basis



Promo Outerwear is kept an average of

**16 months**



# CATEGORY SPOTLIGHT

# POLO SHIRTS

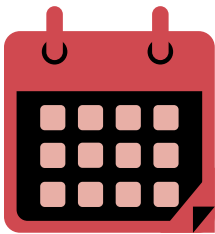
A Promo Polo that costs \$10 will have a CPI of only

**4/10**  
of a cent  
per impression!



**2,300**

Number of **impressions Promotional Polos** will generate over their lifetime



Promotional Polos are kept an average of

**13 months**



**65%**  
of consumers own  
promotional  
Polo Shirts

**76%**

of women report keeping their promo polos **because they find them attractive**

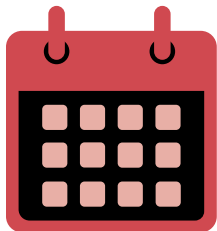


**Gen Xers own 3 promo polos** whereas **millennials own only 1**



# CATEGORY SPOTLIGHT

# POWER BANKS



On average, promo Power Banks are kept an average of **12 months**



**900**

Number of **impressions Promotional Power Banks** generate will generate over their lifetime

A promo Power Bank that costs \$10 will have a CPI of only

**1 cent** per impression!



**33%**

of consumers own promotional Power Banks



**41%**

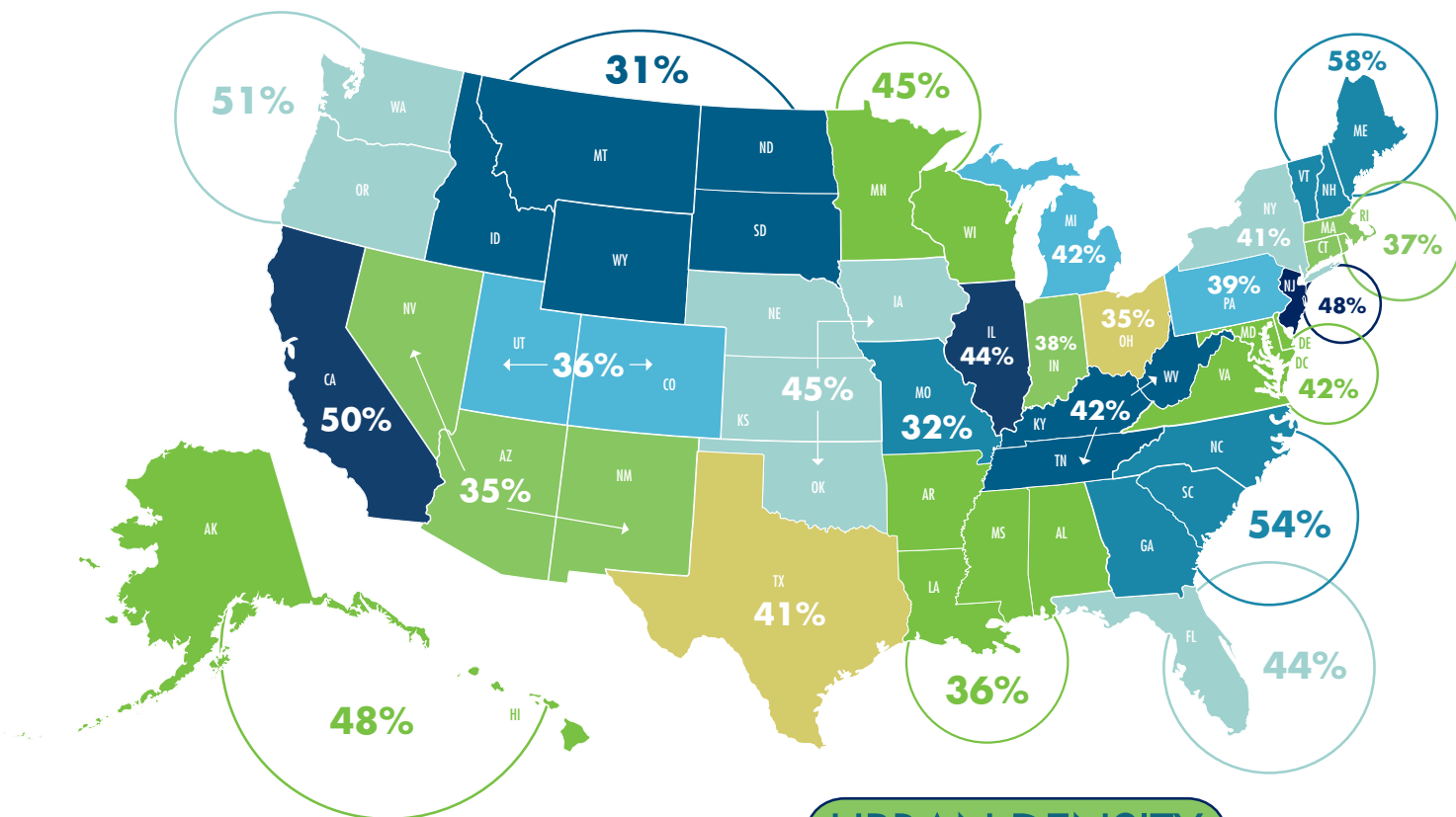
of consumers use a promo Power Bank **once a week or more often**

**40%**

of consumers keep a promo Power Bank for **2 years or longer**

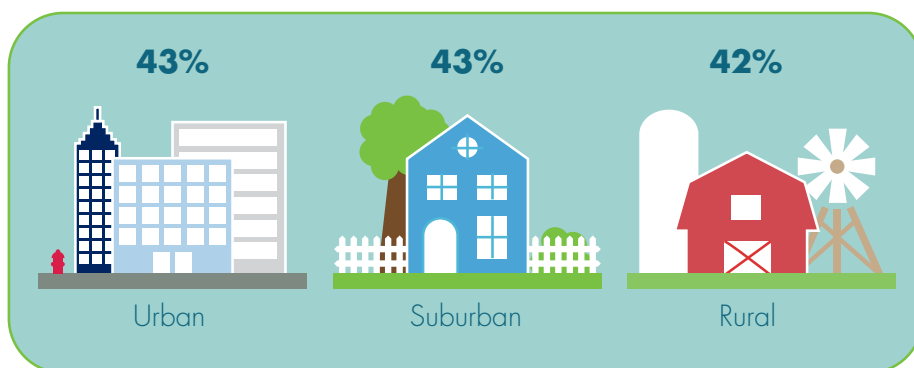
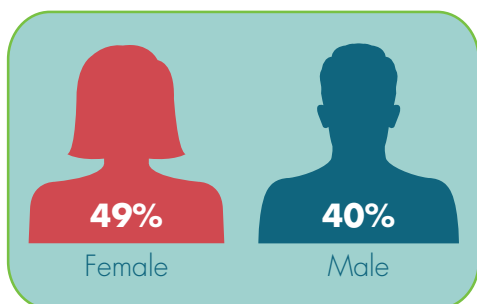
In **TOTAL**, **42%** have a more favorable opinion of an advertiser if the Promotional Product they received was **ENVIRONMENTALLY FRIENDLY**.

## NATIONWIDE

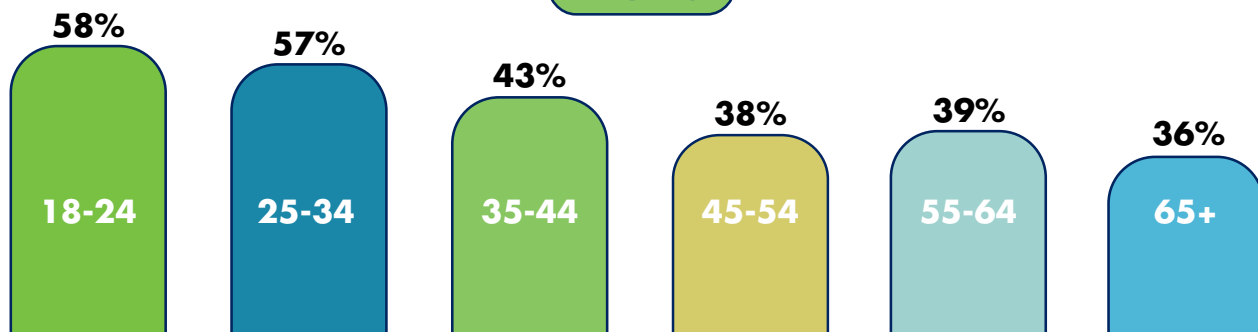


## URBAN DENSITY

### GENDER



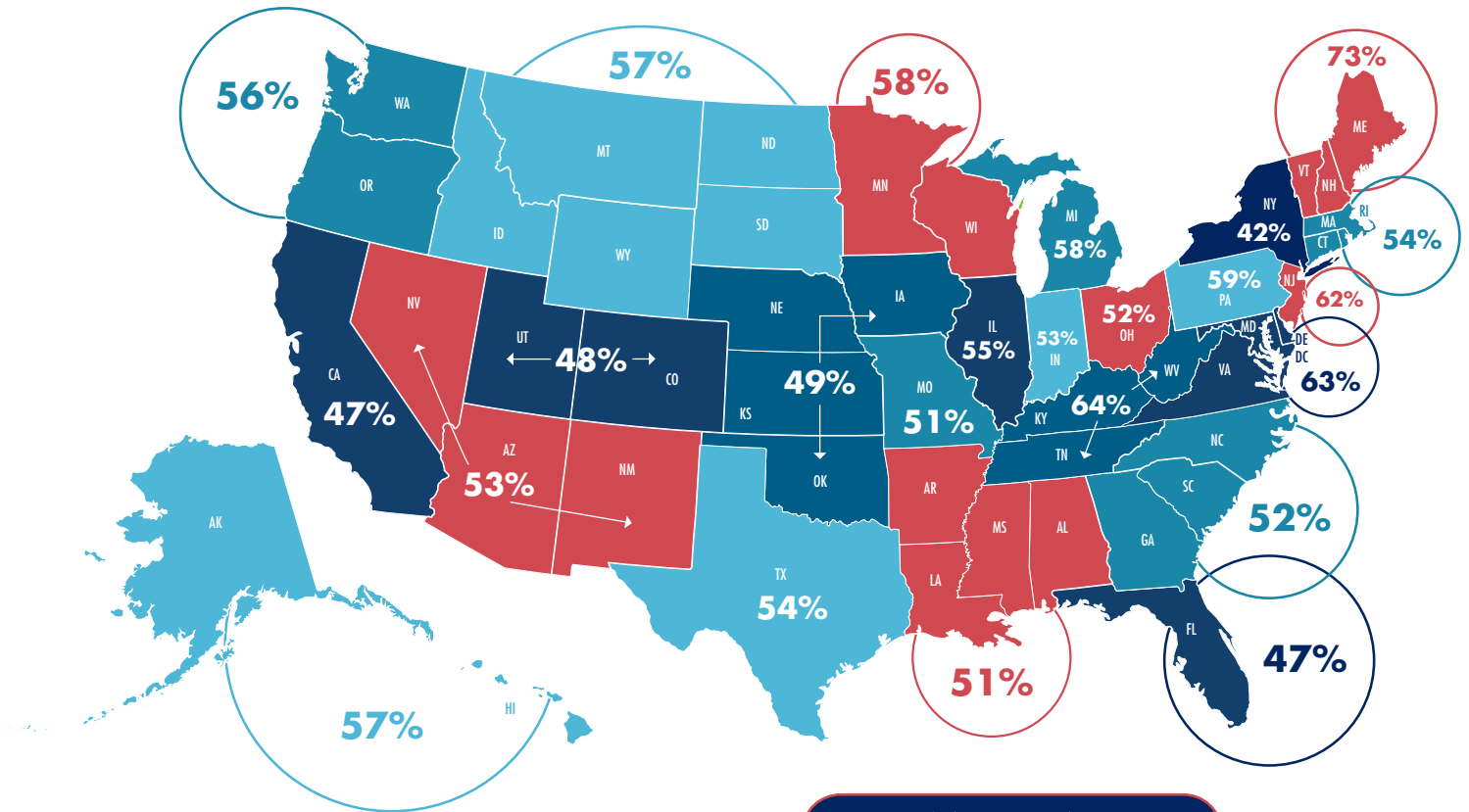
### AGES





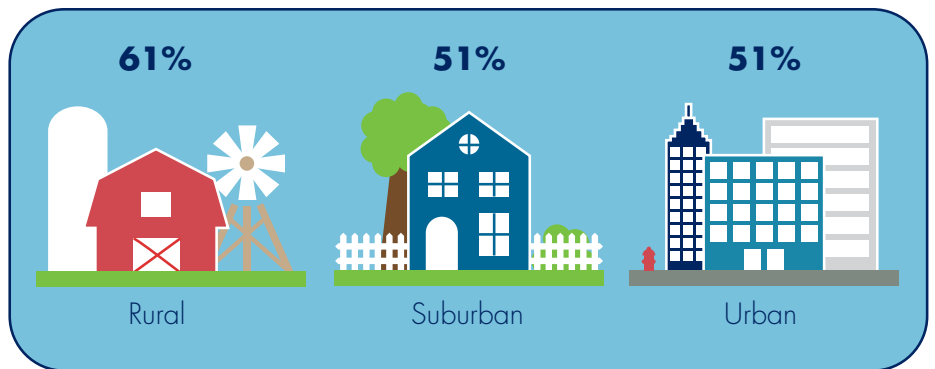
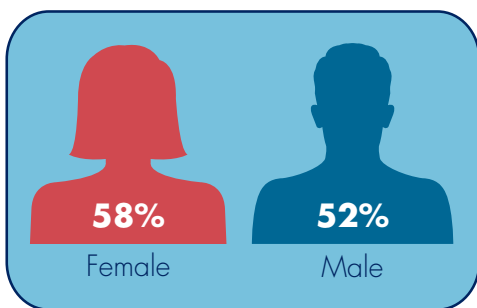
In **TOTAL 53%** have a more favorable opinion of an advertiser if the promotional product was **MADE IN THE USA.**

## NATIONWIDE

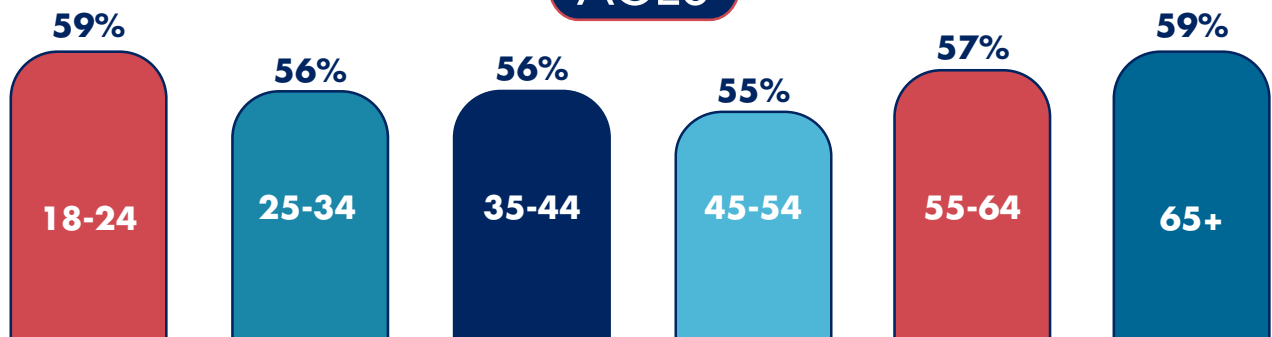


## URBAN DENSITY

### GENDER



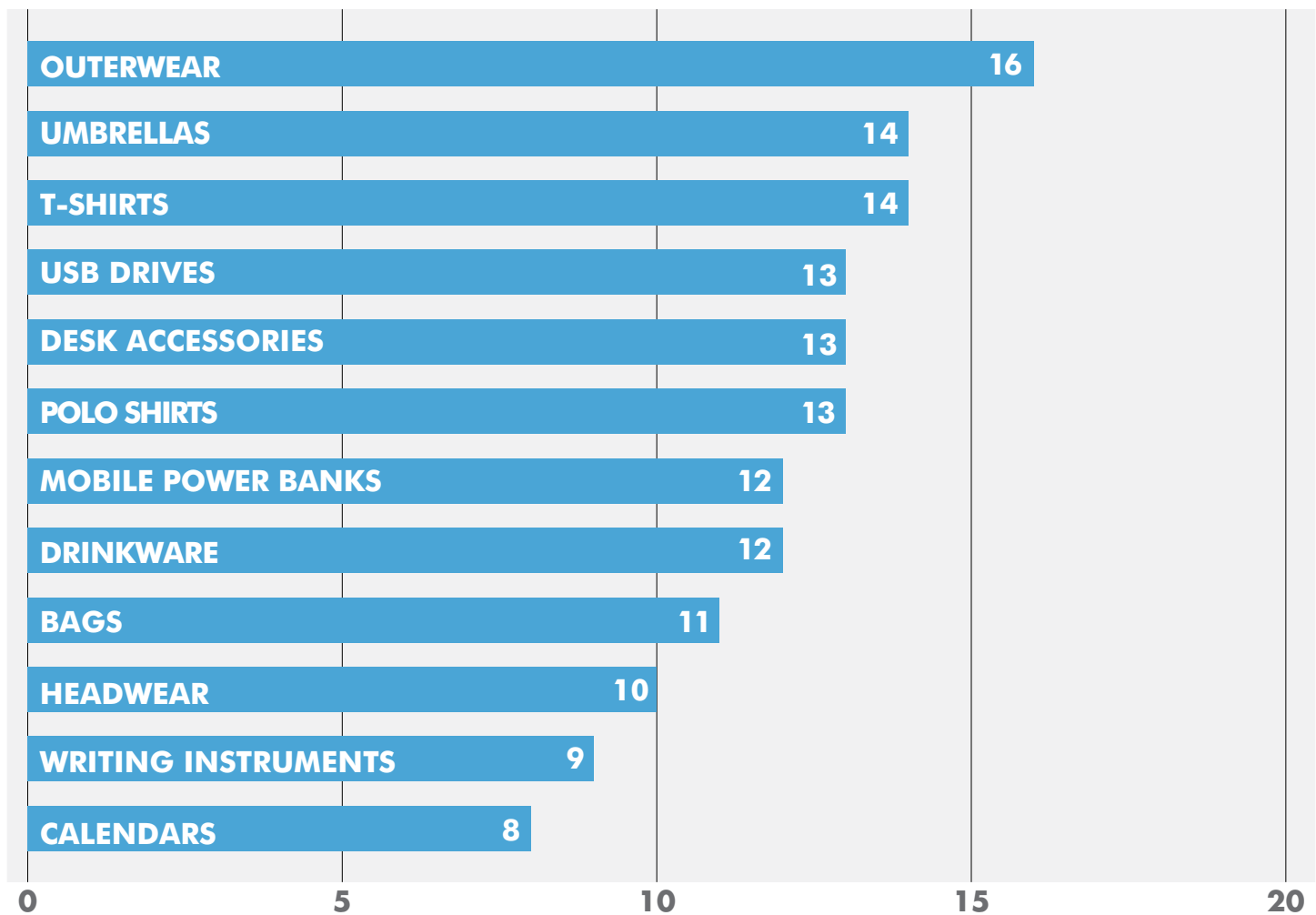
### AGES



# STAYING POWER

Respondents were asked how long they keep a typical type of promotional item. Across all promotional products, the average was about one year. **Outerwear, umbrellas and T-shirts** stay around longest while **Calendars, Writing Instruments and Headwear** are kept the shortest amount of time.

## NUMBER OF MONTHS PROMOTIONAL ITEMS ARE KEPT



# PROMO PRODUCTS MAKE AN IMPRESSION

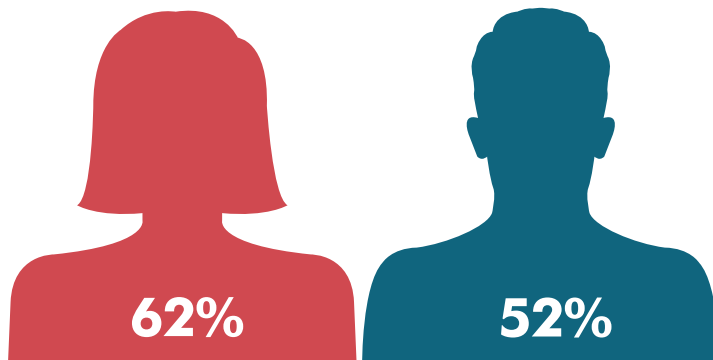
For this section, the average number of impressions each promotional product receives was calculated. The number of impressions a product makes was derived from multiplying how long a recipient has the product by how many people they come in contact with when using it by the frequency of its usage. In the U.S., outerwear generates the most impressions (6,100) of any item measured in the study. This is because outerwear is often worn in public places where it can be seen by many people. Other items that deliver a large number of impressions are headwear, T-shirts, bags and writing instruments.



# PROMO PRODUCTS ARE PASSED ALONG

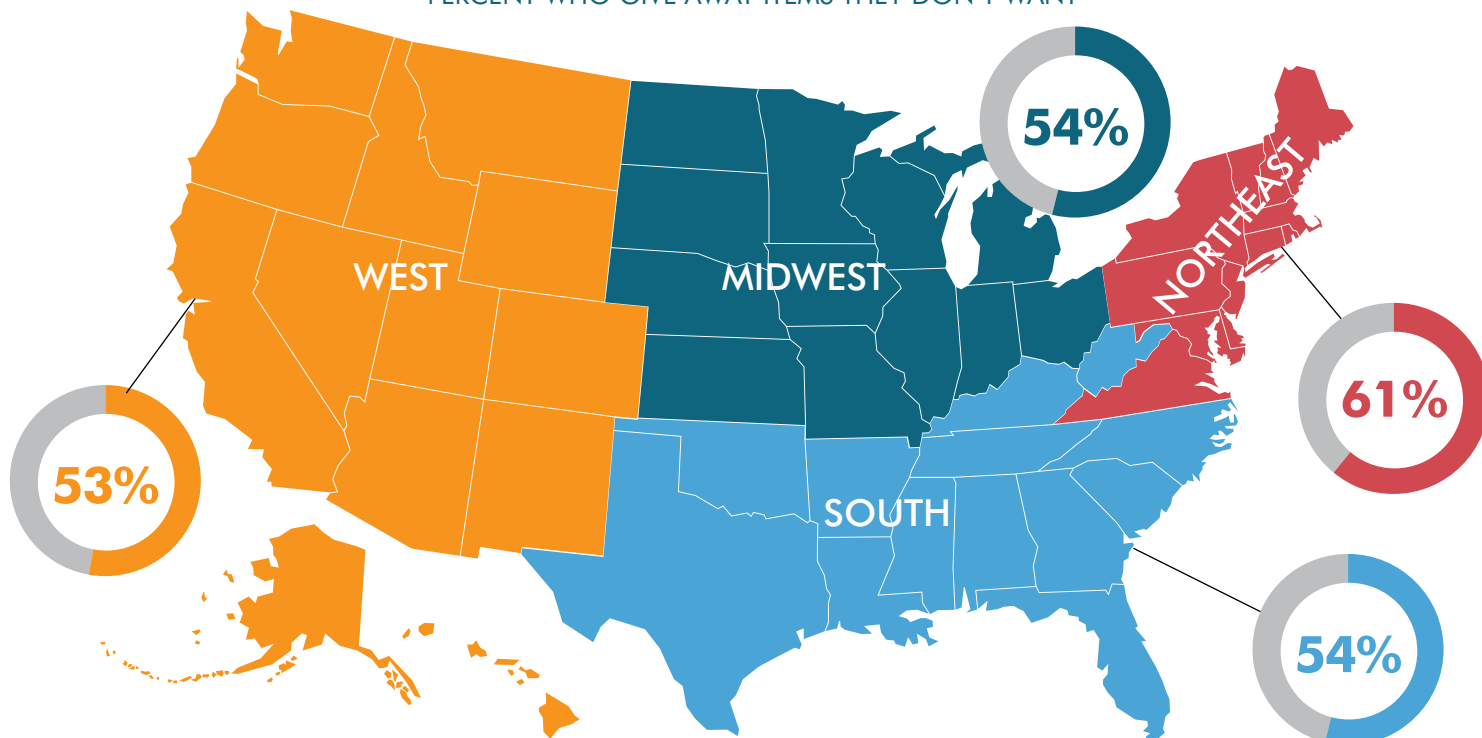
	Give the item to someone else	Throw it away	Keep it anyway
<b>All Products</b>	<b>55%</b>	<b>23%</b>	<b>21%</b>
Outerwear	68%	11%	21%
Polo Shirts	68%	17%	15%
T-shirts	65%	18%	18%
Bags	61%	22%	18%
Mobile Power Banks	60%	14%	26%
Headwear	58%	25%	17%
Drinkware	54%	25%	21%
Desk Accessories	53%	28%	19%
Umbrella	52%	21%	28%
USB Drives	47%	27%	27%
Writing Instruments	42%	25%	33%
Calendars	37%	48%	15%

**Women are more likely than men to pass along products they don't want.**



**Consumers in the Northeast are most likely to give away a Promo Product they don't want.**


PERCENT WHO GIVE AWAY ITEMS THEY DON'T WANT




# QUALITY AND UTILITY ARE WHY PEOPLE KEEP PROMO ITEMS

## REASONS FOR KEEPING PRODUCTS


**ALL ITEMS:** Quality **52%** / Utility **48%** / Attractiveness **36%**



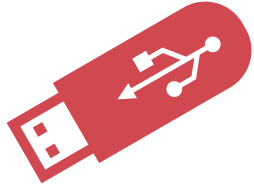
Quality ..... **69%**  
 Utility..... **41%**  
 Attractiveness .... **16%**



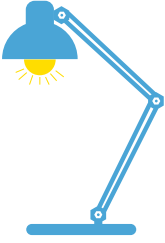
Quality ..... **36%**  
 Utility..... **53%**  
 Attractiveness .... **46%**




Quality ..... **46%**  
 Utility..... **40%**  
 Attractiveness .... **63%**




Quality ..... **45%**  
 Utility..... **58%**  
 Attractiveness .... **17%**




Quality ..... **43%**  
 Utility..... **64%**  
 Attractiveness .... **27%**



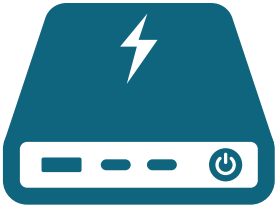
Quality ..... **54%**  
 Utility..... **48%**  
 Attractiveness .... **48%**




Quality ..... **70%**  
 Utility..... **48%**  
 Attractiveness .... **29%**




Quality ..... **54%**  
 Utility..... **40%**  
 Attractiveness .... **56%**




Quality ..... **53%**  
 Utility..... **61%**  
 Attractiveness .... **15%**



Quality ..... **57%**  
 Utility..... **41%**  
 Attractiveness .... **32%**



Quality ..... **45%**  
 Utility..... **35%**  
 Attractiveness .... **57%**



Quality ..... **55%**  
 Utility..... **52%**  
 Attractiveness .... **30%**

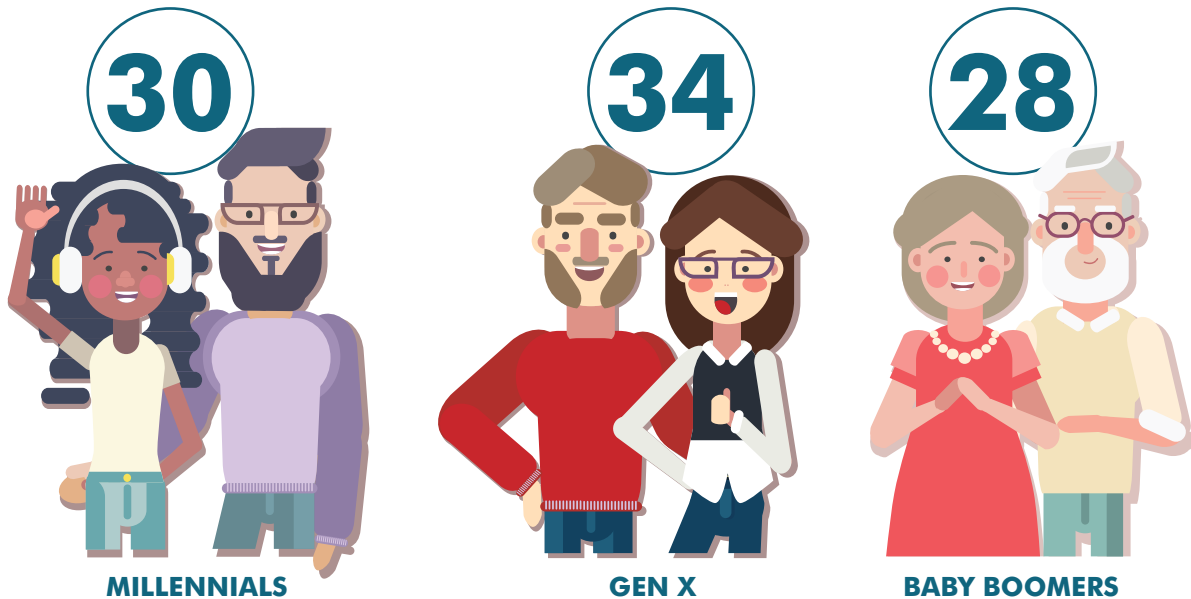
	Male	Female	18-34	35-54	55+	Northeast	South	West	Midwest
Quality	<b>52%</b>	<b>55%</b>	<b>55%</b>	<b>53%</b>	<b>51%</b>	<b>50%</b>	<b>56%</b>	<b>49%</b>	<b>55%</b>
Utility	<b>50%</b>	<b>47%</b>	<b>49%</b>	<b>50%</b>	<b>48%</b>	<b>48%</b>	<b>46%</b>	<b>49%</b>	<b>50%</b>
Attractiveness	<b>37%</b>	<b>36%</b>	<b>38%</b>	<b>39%</b>	<b>33%</b>	<b>39%</b>	<b>38%</b>	<b>34%</b>	<b>36%</b>

# HOW MANY PROMO ITEMS PEOPLE OWN

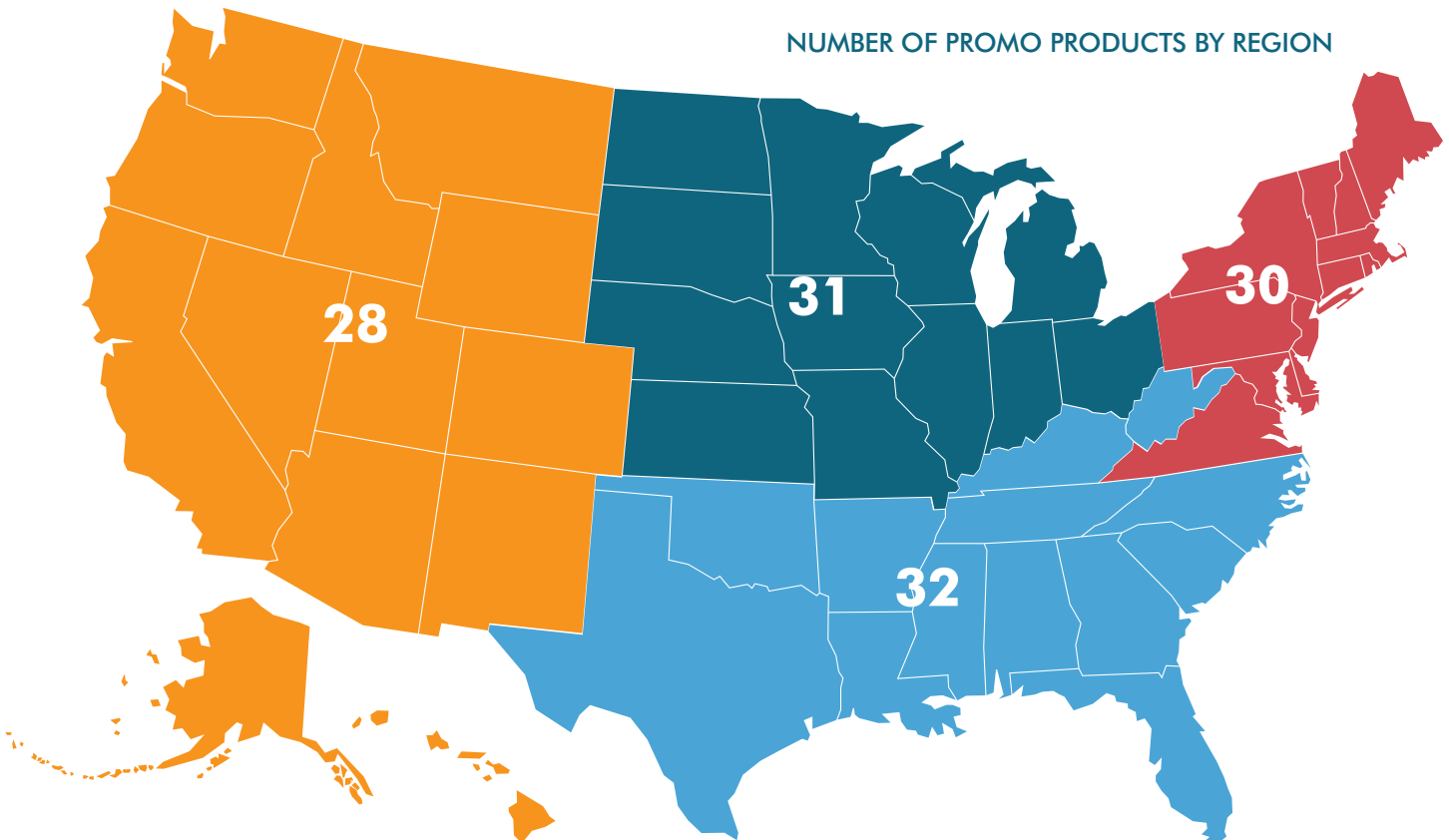
In the study respondents were asked how many promotional products were in their household. The results indicate **the average household in the United States owns 30 promotional items!** The number varies somewhat by region of the country and age of the respondent, but the fact is that promo products are everywhere in households!

## Households own an average of 30 Promo Products

NUMBER OF PROMO PRODUCTS OWNED BY GENERATION:



NUMBER OF PROMO PRODUCTS BY REGION



# OVERALL OPINION OF ADVERTISING MEDIUMS

When asked what types of advertising they like best, **consumers under 55 prefer PROMOTIONAL PRODUCTS.**



Ranking from best to worst

**PROMOTIONAL PRODUCTS** are the **most highly regarded form of advertising.**



**PROMOTIONAL PRODUCTS**



Ranking from best to worst

## The World Remembers

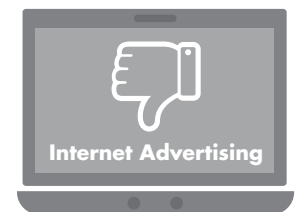


**85%**  
remember  
the advertiser  
worldwide.

Recall is highest for apparel items, as 85% recall the advertiser that gave them a shirt or hat.

Deciding between **PROMOTIONAL PRODUCTS** or Internet advertising?

Consider this....



Consumers are nearly 2.5x more likely to have a positive opinion of promotional products compared to Internet advertising.

# COUNTRY FOCUS GERMANY



# 57%

of German consumers have a more **favorable opinion** of the advertiser if the product they received was **Made in Germany**



# 65%

of Germans have a more **favorable opinion** of the advertiser if the product they received was **Environmentally Friendly**



# 49%

of Germans have a more **favorable opinion** of the advertiser if the product they received was **Socially Responsible**



The most influential products in Germany are **Power Banks, USB Drives** and **Outerwear**



When asked what types of advertising they like best, **German consumers prefer promo products**

RANKED FROM BEST TO WORST

**Promo Products**

**Radio**

**Newspaper**

**Magazine**

**Television**

**Internet**

**Mobile**





# COUNTRY FOCUS FRANCE



## 56%

of French consumers have a more **favorable opinion** of the advertiser if the product they received was **Made in France**



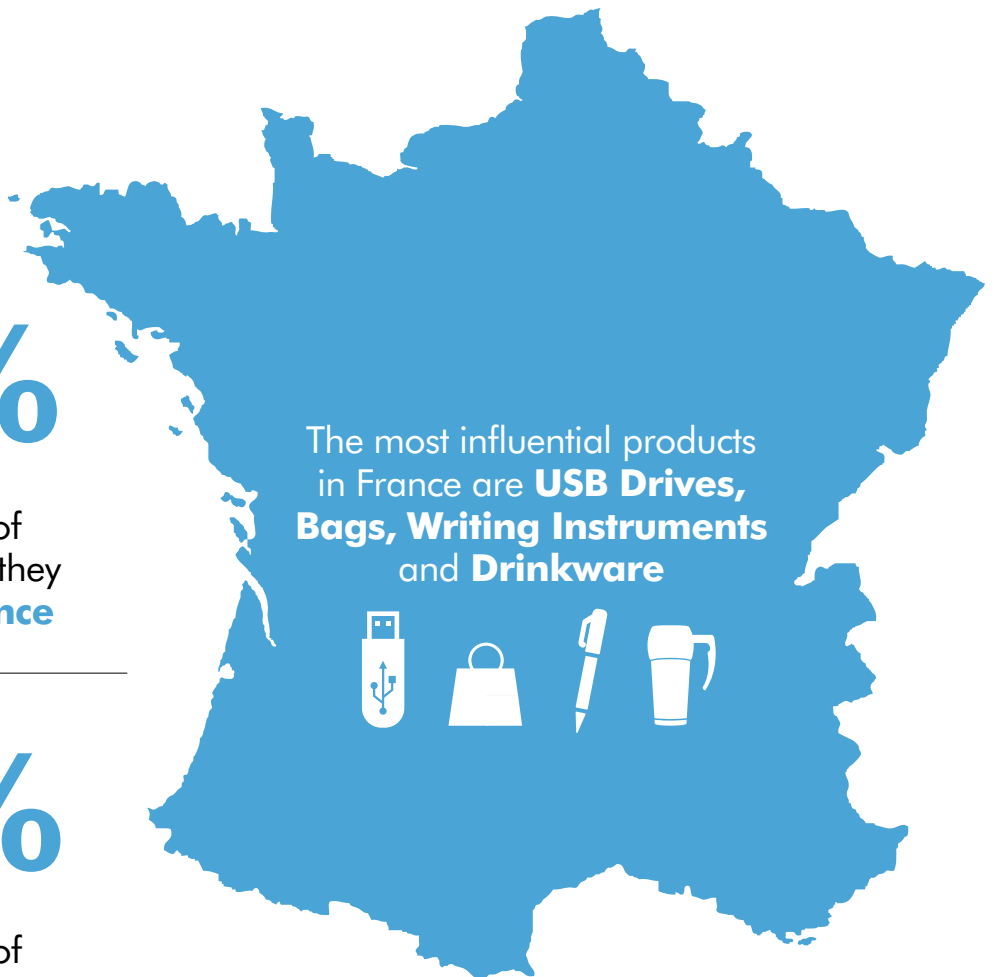
## 45%

of French consumers have a more **favorable opinion** of the advertiser if the product they received was **Environmentally Friendly**



## 54%

of French consumers have a more **favorable opinion** of the advertiser if the product they received was **Socially Responsible**



When asked what types of advertising they like best, **French consumers prefer promo products**

RANKED FROM BEST TO WORST

**Promo Products**  
**Newspaper**  
**Radio**  
**Magazine**  
**Television**  
**Mobile**  
**Internet**



# COUNTRY FOCUS MEXICO



## 59%

of Mexicans have a more **favorable opinion** of the advertiser if the product they received was **Made in Mexico**



## 75%

of Mexicans have a more **favorable opinion** of the advertiser if the product they received was **Environmentally Friendly**



## 54%

of Mexican consumers have a more **favorable opinion** of the advertiser if the product they received was **Socially Responsible**

The most influential products in Mexico are **Drinkware, USB Drives** and **Desk Accessories**



When asked what types of advertising they like best, **Mexican consumers prefer promo products**

RANKED FROM BEST TO WORST

**Promo Products**

**Radio**

**Newspaper**

**Magazine**

**Internet**

**Mobile**

**Television**



# COUNTRY FOCUS UNITED KINGDOM



# 47%

of U.K. consumers have a more **favorable opinion** of the advertiser if the product they received was **Made in the U.K.**



# 51%

of U.K. consumers have a more **favorable opinion** of the advertiser if the product they received was **Environmentally Friendly**



# 45%

of U.K. consumers have a more **favorable opinion** of the advertiser if the product they received was **Socially Responsible**

When asked what types of advertising they like best, **U.K. consumers prefer promo products**

RANKED FROM BEST TO WORST

- 1 **Promo Products**
- 2 **Radio**
- 3 **Newspaper**
- 4 **Magazine**
- 5 **Television**
- 6 **Internet**
- 7 **Mobile**



The most influential products in the U.K. are **Power Banks, USB Drives** and **Drinkware**



# COUNTRY FOCUS CANADA



# 57%

of Canadian consumers have a more **favorable opinion** of the advertiser if the product they received was **Made in Canada**



# 58%

of Canadian consumers have a more **favorable opinion** of the advertiser if the product they received was **Environmentally Friendly**

The most influential products in Canada are **Power Banks, USB Drives** and **Drinkware**



When asked what types of advertising they like best, **Canadian consumers prefer promo products**

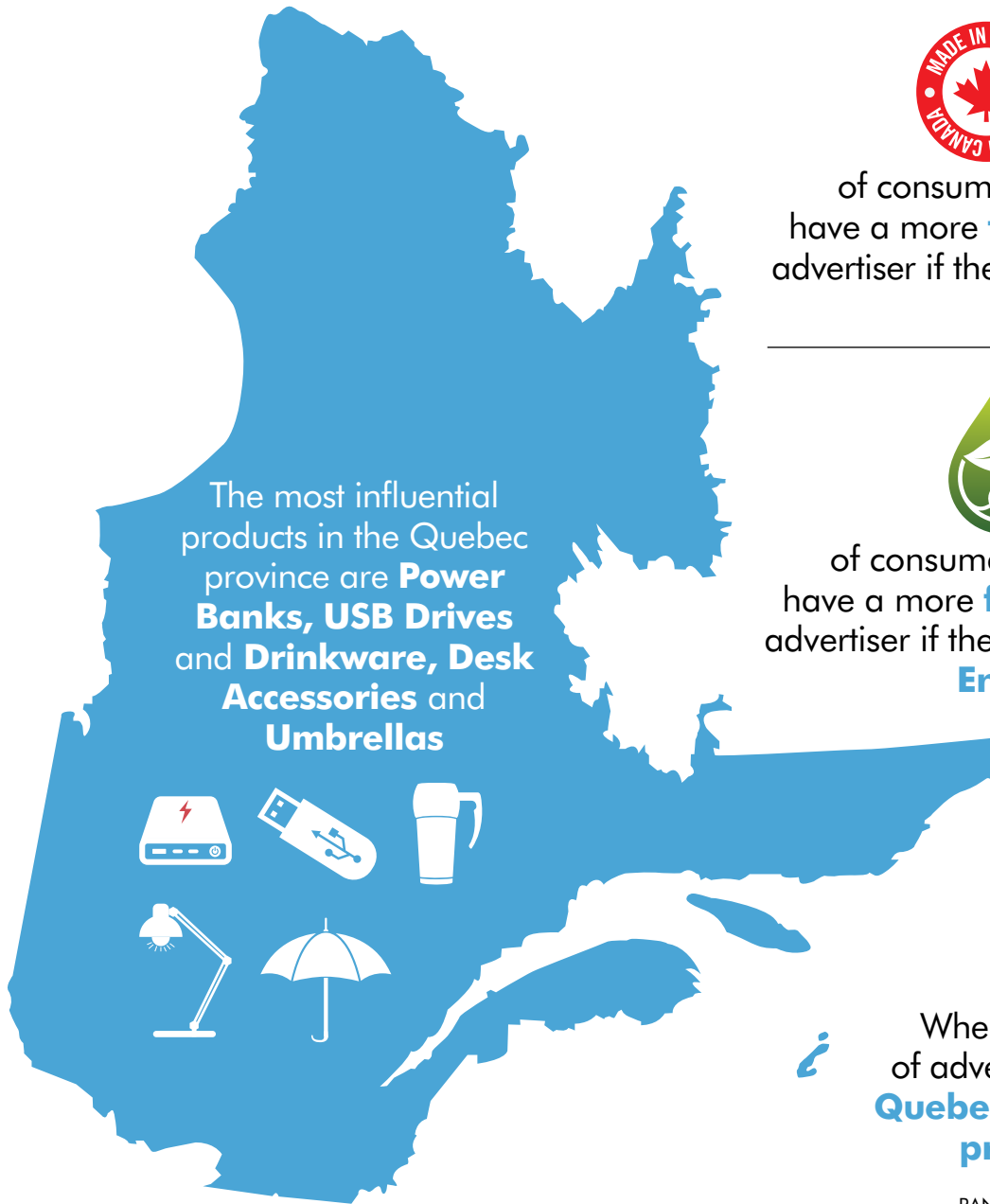
RANKED FROM BEST TO WORST

- ↓
- Promo Products**
- Radio**
- Newspaper**
- Magazine**
- Television
- Internet
- Mobile
- ↓

# 51%

of Canadian consumers have a more **favorable opinion** of the advertiser if the product they received was **Socially Responsible**

# PROVINCE FOCUS QUEBEC



# 63%

of consumers in the Quebec province have a more **favorable opinion** of the advertiser if the product they received was **Made in Canada**



# 67%

of consumers in the Quebec province have a more **favorable opinion** of the advertiser if the product they received was **Environmentally Friendly**

When asked what types of advertising they like best, **Quebec consumers prefer promo products**

RANKED FROM BEST TO WORST

- ↓
- Promo Products**
- Newspaper**
- Radio**
- Magazine**
- Internet
- Television
- Mobile
- ↓



# 59%

of consumers in the Quebec province have a more **favorable opinion** of the advertiser if the product they received was **Socially Responsible**

# PROVINCE FOCUS ONTARIO



# 52%

of consumers in the Ontario province have a more **favorable opinion** of the advertiser if the product they received was **Made in Canada**

The most influential products in the Ontario province are **Power Banks, Bags, USB Drives, Umbrellas** and **Drinkware**



# 52%

of consumers in the Ontario province have a more **favorable opinion** of the advertiser if the product they received was **Environmentally Friendly**

When asked what types of advertising they like best, **Ontario consumers prefer promo products**

RANKED FROM BEST TO WORST

- ↓
- Promo Products**
- Radio**
- Newspaper**
- Magazine**
- Television**
- Internet
- Mobile
- ↓



# 43%

of consumers in the Ontario province have a more **favorable opinion** of the advertiser if the product they received was **Socially Responsible**

# PROVINCE FOCUS ALBERTA



## 57%

of consumers in the Alberta province have a more **favorable opinion** of the advertiser if the product they received was **Made in Canada**



## 65%

of consumers in the Alberta province have a more **favorable opinion** of the advertiser if the product they received was **Environmentally Friendly**



## 51%

of consumers in the Alberta province have a more **favorable opinion** of the advertiser if the product they received was **Socially Responsible**

The most influential products in the Alberta province are **Performance Wear, Power Banks, Outerwear, Desk Accessories** and **USB Drives**



When asked what types of advertising they like best, **Alberta consumers prefer promo products**

RANKED FROM BEST TO WORST

**Promo Products**

**Radio**

**Newspaper**

**Magazine**

**Mobile**

**Television**

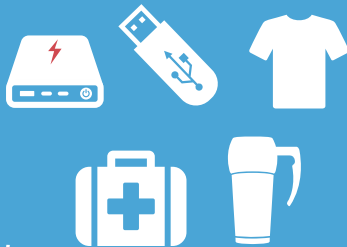
**Internet**



# PROVINCE FOCUS BRITISH COLUMBIA



The most influential products in British Columbia are **Power Banks, USB Drives, T-Shirts, Health and Safety products and Drinkware**



When asked what types of advertising they like best, **British Columbia consumers prefer promo products**

RANKED FROM BEST TO WORST

- Promo Products**
- Newspaper**
- Radio**
- Magazine**
- Television**
- Internet
- Mobile



## 61%

of consumers in the British Columbia province have a more **favorable opinion** of the advertiser if the product they received was **Made in Canada**



## 58%

of consumers in the British Columbia province have a more **favorable opinion** of the advertiser if the product they received was **Environmentally Friendly**



## 54%

of consumers in the British Columbia province have a more **favorable opinion** of the advertiser if the product they received was **Socially Responsible**