

What is a Promotional Product?

Extract of article from Australian Promotional Products Association (APPA)

By definition a promotional product is any tangible form of marketing used to promote a brand, event or initiative.

This leaves a large scope for interpretation and includes....

All forms of corporate and event merchandise

- Point of Sale (POS) & Packaging
- Off set printed materials (signs, brochures, posters and fliers)
- Direct Mail advertising tools
- Gift with purchase (retail campaigns)
- Motivation, Incentive and recognition programs
- Point redemption programs (Sales incentive programs for brand managers and Fly Buys)
- Trade show and conference acknowledgments
- Corporate gifts and Service Anniversary programs

Spend less, achieve more and remind people about the benefit of doing business with you:

What does APPA research show?

- 52% say their impression of a company is more positive after receiving a promotional product.
- 76% recall the name advertised on the product.
- 55% keep the item for more than one year.
- Nearly 50% of recipients use them daily.
- 52% of people do business with a company after receiving a promotional product

Promotional Products in the Home:

- How many people have at least one promotional product in their kitchens? 91%
- How many have 2 or more in their kitchens? 81%
- In fact, the kitchen is the #1 place people use and keep their promotional products
- (People spend on average 3-5 hours a day in their kitchens)

Promotional Products in the Office:

- How many people have at least one promotional product in their offices? 74%
- How many have 2 or more in their offices? 59%
- In the work place, more than half of people hold onto their promotional product from 1 to more than 4 years.

Reach:

- 71% of business travellers surveyed at an international airport recently reported having received a promotional product in the last 12 months.
- Moreover, 33.7% of this group had the item on their person. The item was promoting the givers logo repeatedly to the participant and their associates.
- 56% of people kept their promotional product for more than one year.
- 76.4% said they kept their promotional product because it was useful.

Recall:

- 76.1% of the respondents could recall the advertisers name on the product they have received in the last 12 months
- In comparison, 80% of participants answered yes to reading a newspaper or magazine in the last week but only 53.5% of them could recall the name of a single advertiser.

Conclusion:

Promotional products, properly implemented, have a longer physical and mental retention value than many 'above the line' advertising methods for less cost.

Cross compare to TV & Print

How effective are Promotional Products?

- 75% of Human Resource managers surveyed are using promotional products in recognition programs.
- 72% of marketing and HR managers say that promotional products are very effective in motivation and retention of staff.
- 100% of advertisers said that adding a promotional product returned a favourable response to their campaign.
- 69% of advertisers said promotional products increased brand interest and 84% it created more favourable impressions of the brand itself.



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