

# Promotional Products Work!

## Promotional Products Work In Any Economy

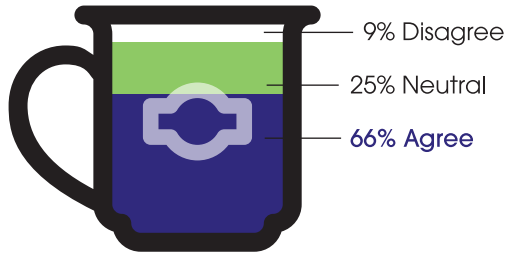
In times of recession or economic hardship, surveyed consumers say promo gifts stand out as a sign of brand value and show that employers care about their workers.



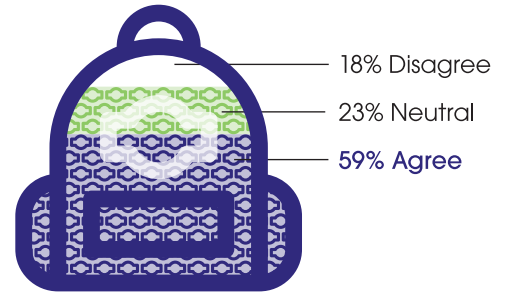
# 83%

would experience a strengthened loyalty to a brand they currently shop with that gave them a promotional product

I would like to receive promotional products from brands I know and like.



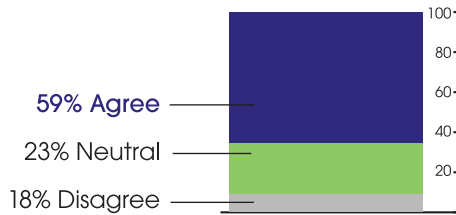
If money was tight, I would rather receive a useful promo product than be exposed to an advertisement (on TV, Internet, radio, video, social media, sales call, etc.)



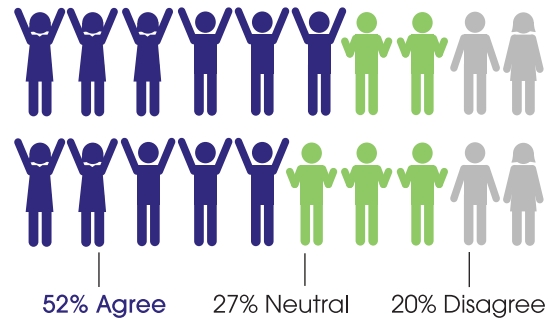
# 73%

are more likely to consider purchasing from a business that gave them a promotional product they kept

When it comes to promo products I receive, quality is more important than quantity.



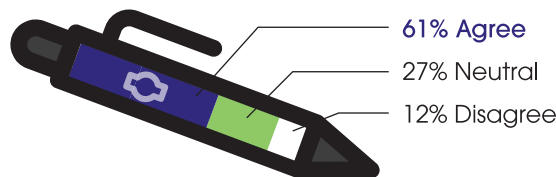
I feel included as part of the team when I receive promo products from my employer.



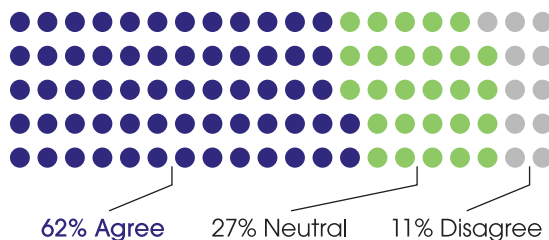
# 75%

are MORE likely to buy from a company that gave them a promotional product than from another company they know equally well but did not give them a promotional product

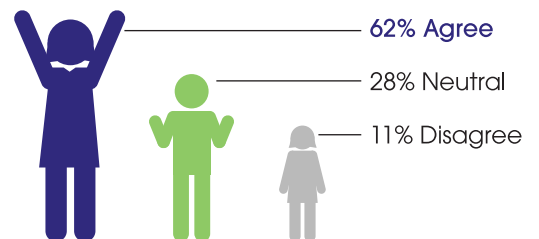
I would look up a brand I don't know much about if I received a promo product from them.



I would think positively of a brand I cannot afford if I received promo products from them.



I feel appreciated by my employer when they gift me a promotional product.



Source: **PPAI** Research

Unrelated to pay or work schedule, **Thoughtful Gifts** are preferred as a way for a manager or employer to show an employee they are valued, more than:

- Discussing career
- Recognition on social media
- Planning social outings
- Educational conferences

