

PPAI[®]

**EXPERIENTIAL
BRANDING** ▶

**HOW TO IGNITE
CONSUMER LOVE**

**GET
YOUR BRAND
IN THE HANDS
OF YOUR
CONSUMERS**

#GETINTOUCH

**GET IN!
TOUCH!**

ADVERTISING YOU CAN FEEL



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TOUCH!

ADVERTISING YOU CAN FEEL



**Promotional Products Are Welcome In Spaces & Places
Other Media Can't**

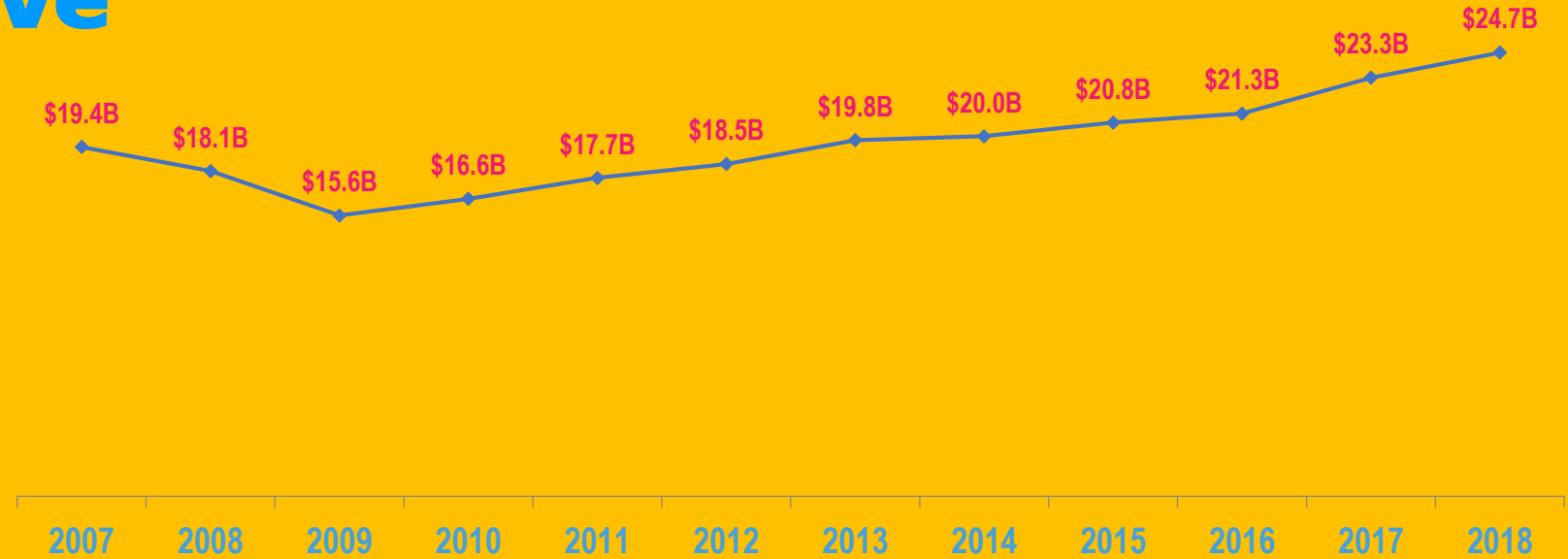
TOUCH



\$24.7

**BILLION-DOLLAR
INDUSTRY**

**A decade of
consecutive
growth.**



ADVERTISING

EXPENDITURES

▶ RANKED **6th** OVERALL

▶ **5th** FASTEST GROWING

Advertising & Marketing Silo	2016 (\$B)	2017 (\$B)	% Change	Rank (Growth)
Television Advertising	\$94.70	\$93.80	-1.0%	11
Direct Marketing	\$83.60	\$83.35	-0.3%	10
Pure-Play Internet & Mobile Adv. & Marketing ^(a)	\$53.61	\$60.12	12.1%	4
Branded Entertainment	\$53.68	\$57.68	7.4%	6
Promotional Marketing ^(Not Including Promotional Products)	\$53.52	\$55.16	3.1%	8
Promotional Products	\$23.3	\$24.7	6.27%	5
Newspaper Advertising	\$17.81	\$16.09	-9.7%	14
Radio Advertising	\$15.91	\$15.87	-0.2%	9
Public Relations & Word-of-Mouth Marketing	\$13.66	\$15.57	14.0%	2
Content Marketing	\$12.35	\$13.94	12.8%	3
Magazine Advertising	\$14.68	\$13.52	-7.9%	13
Out-of-Home Media Advertising	\$9.49	\$9.97	5.1%	7
Entertainment Media Advertising	\$5.65	\$7.03	24.5%	1
Local Directories Advertising	\$6.00	\$5.90	-1.6%	12
<i>Total Advertising Media</i>	<i>\$184.31</i>	<i>\$185.01</i>	<i>0.5%</i>	
<i>Total Marketing Media</i>	<i>\$271.82</i>	<i>\$285.51</i>	<i>5.0%</i>	
TOTAL ADVERTISING & MARKETING	\$455.95	\$470.52	3.2%	

ADVERTISING PREFERENCES:

I'd rather receive a promotional product...

...than receive a telemarketing or sales **CALL** ▶ **83%**

...than receive a promotional **EMAIL** ▶ **78%**

...than receive promotional **MAIL** ▶ **77%**

...than watch an ad before or during a **VIDEO** ▶ **76%**

...than see a **BANNER AD OR POP-UP** while browsing the web ▶ **75%**

...than watch a 30-second **TV COMMERCIAL** ▶ **75%**

...than see a **SPONSORED POST** or paid advertising in social feed ▶ **74%**

...than listen to a 30-second **RADIO COMMERCIAL** ▶ **73%**

...than see an ad while reading or flipping through a **PRINT MAGAZINE** ▶ **67%**

..... **CONSUMERS**
LOVE
PROMOTIONAL
PRODUCTS

Consumers across all generations rated promotional products as the

#1 most effective

advertising medium to provide an incentive to take **action.**

Promotional products are the only advertising medium for which people **say thank you.**

10 out of **10**

are willing to go out of their way
to get a promotional product

⋮

TOP 5 FAVES

29% wearables

17% health & beauty

14% tech

9% food & beverage

7% travel products

1/3

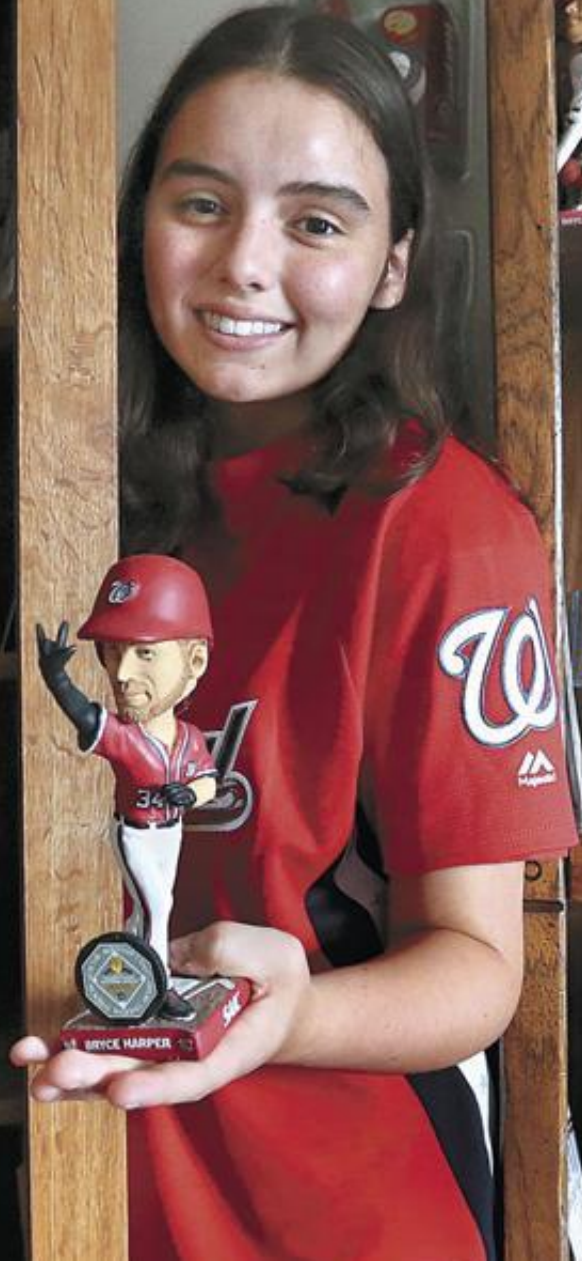
of **Millennials**

said they are in contact with a
promotional product
at all times



LOVE







96% want to know ahead
of time when companies offer
promotional products



Become a part of their
**EVERYDAY
LIVES**









HOME OF THE
ORIGINAL GLAZED
DOUGHNUT
IN NEW YORK CITY

START
HERE

Krispy Kreme
DOUGHNUTS

HOT
Krispy Kreme
ORIGINAL GLAZED
NOW















Going out is overrated.



FIND YOUR
PARK

Glossier

A white, structured baseball cap with a curved brim. The word "Glossier" is embroidered in a raised, cursive font across the front. The cap has a visible seam down the center and two small circular details on the top panels. The brim has a subtle, embossed pattern. The cap is set against a plain, light background with soft shadows.





LOVE LOVE

.....
**SENSORY
ENGAGEMENT.**

The only advertising medium that can **TOUCH** all five senses, plus a sixth, the sense of ownership.

.....



.....
**WHAT DO
CONSUMERS
THINK?**

83%

had a more favorable
impression of the
advertiser after
receiving a
promotional item

88%

of the **NextGen** had a
more favorable
impression of the
advertiser

..... **REACTION.**

79%

look up the brand

83%

more likely to do
business with the
brand

88%

of the **NextGen** are
more likely to do
business with the
brand

..... **87%**

of the **NextGen** look
up the brand



**THOUGHTFUL
COLLABORATION**

BERGDORF GOODMAN



BERGDORF
GOODMAN







FIRE!

MILD!



PALM SPRINGS
THE BELL
A TACO BELL
HOTEL & RESORT





SIMPLE &

SOPHISTICATED









WWDC17



hello

Apple





INNOVATION

**BUD
LIGHT**

OFFICIAL FRIEND

5X
CHAMPIONS

BEER







LOVE LOVE LOVE

88%

**of people remember
the advertiser on a
promotional product**





**PURPOSE &
PASSION**





IS THERE ANYTHING MORE VALUABLE IN THIS WORLD THAN MONEY THAT CAN ONLY BE USED ON SANDWICHES?





79% pass along
promotional products

.....
72%

believe that

QUALITY

=

REPUTATION.....

..... **The most valuable forms
of marketing are consumed voluntarily.**

**You can no longer market at people.
You must market with them.**

Seth Godin

.....
.....
**Advertising should make an
impression on a person,
not just serve an impression to a
person.**



Thank You!

Logo and
contact info

GET IN!
TOUCH!

ADVERTISING YOU CAN FEEL