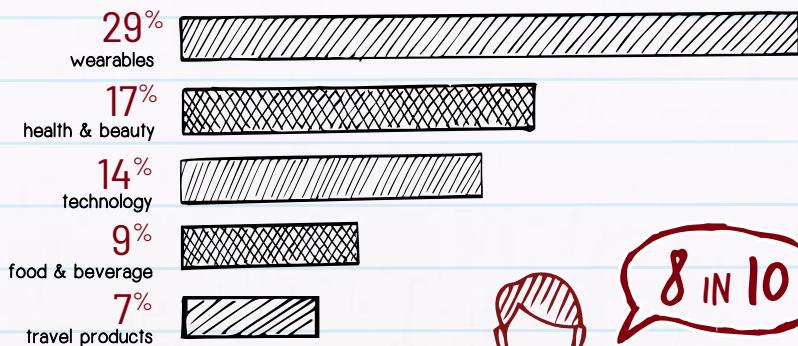


THE PROMOTIONAL PRODUCTS INDUSTRY STRATEGY NOTES:

Highlights From The 2019 Consumer Study

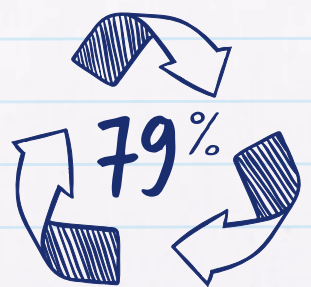
TOP 5 FAVE PRODUCT CATEGORIES



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

8 IN 10
 like receiving promotional products

7 IN 10
 wish they received promotional products more often



pass along* promotional products that are no longer valuable

MILLENNIALS & GEN Z

Over 1/3 are driving the rebirth of secondhand promo



Nearly 20% more likely to pass along* products that were bad for the environment

*regifted, sold, donated

nearly **10 OUT OF 10**
 say they are willing to go out of their way to get a promotional product

72% believe that **QUALITY = REPUTATION**
 of promo of company

**When sharing, please cite:
 2019 Consumer Study, PPAI Research

METHODOLOGY

3,000 consumers between ages 18-72

U.S. and Canada

Online Survey

Spring 2019

PPAI Research

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

Transform your brand from something seen and forgotten into **something held and remembered**, long after the moment of first contact.

Connect with your audience in a more meaningful way.

#GETINTOUCH

GET IN!
TOUCH!

ADVERTISING YOU CAN FEEL

