

THE POWER OF PROMOTIONAL PRODUCTS

HOW DO PEOPLE FEEL WHEN **RECEIVING A PROMOTIONAL GIFT?**

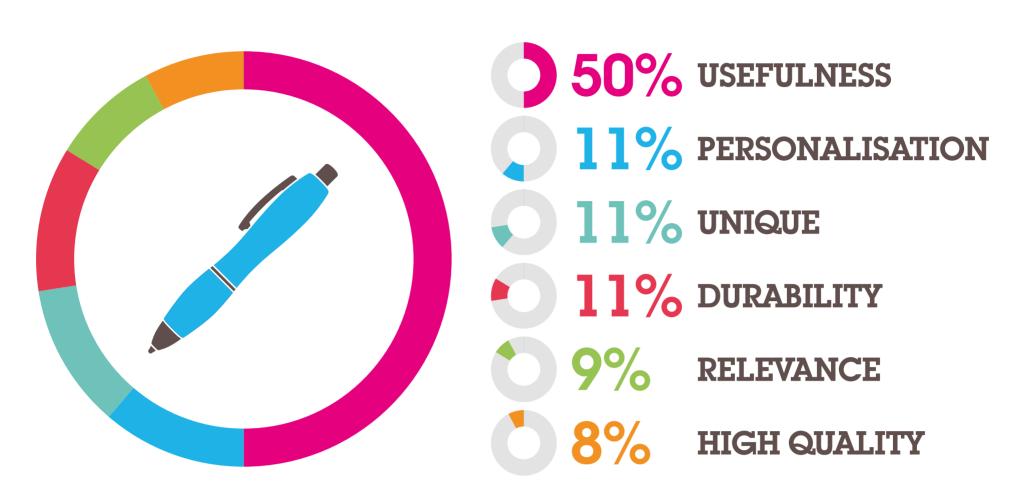
APPRECIATED

APPRECIATED 79% 47%

HAPPY

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WHAT QUALITIES MAKE THE PERFECT PROMOTIONAL GIFT?

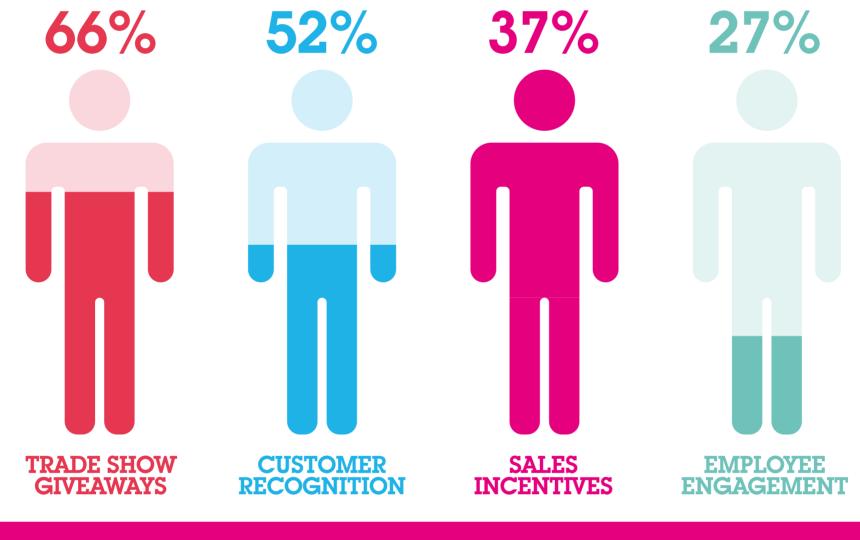


WHAT DO PEOPLE PRIORITISE



*Averaged score out of 5

HOW DO PEOPLE USE PROMOTIONAL PRODUCTS?



HOW MANY PROMOTIONAL PRODUCTS ARE ON YOUR DESK RIGHT NOW?



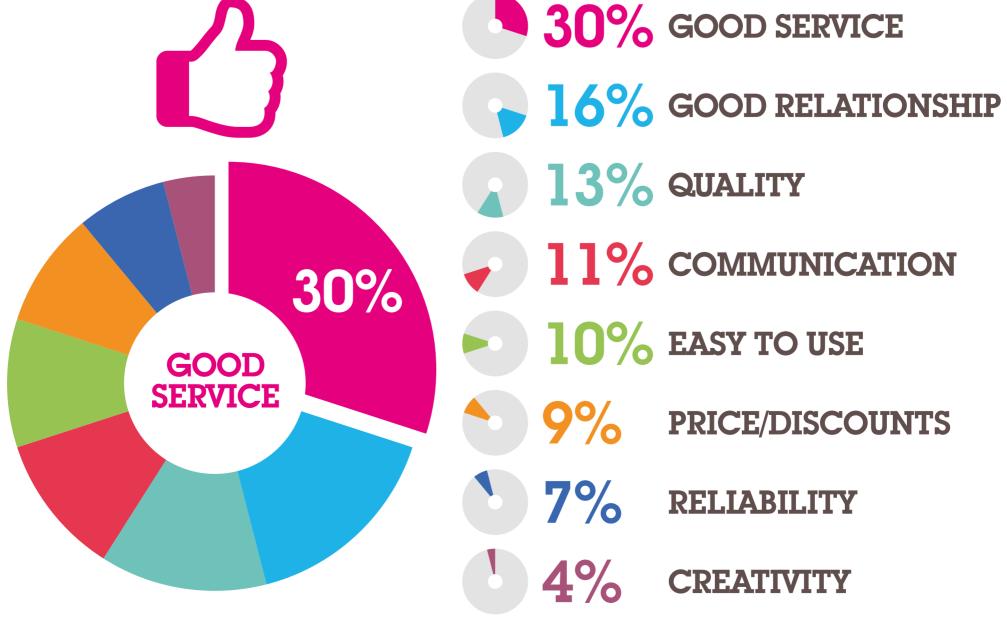
NONE 89% 11% **NEARLY HALF OF RESPONDENTS** HAVE A STAGGERING 4 OR MORE PROMOTIONAL PRODUCTS ON THEIR DESK

ITEMS ON THOSE DESKS ARE:

PENS NOTEBOOKS MUGS COASTERS

PROMOTIONAL MERCHANDISE SUPPLIER?

WHY DO YOU CONTINUE TO USE YOUR REGULAR



bpma

Research conducted by the British Promotional Merchandise

Association at Marketing Week Live 2017 and B2B Marketing Expo. 200 qualified face to face and online interviews with professional buyers of promotional products.