

# THE 5RS OF PROMOTIONAL PRODUCTS

REACH

RECALL

RESONANCE

RELATIVITY

REACTION

Brands have always relied on advertising vehicles to communicate with their target audiences. This traditional advertising model is built to ultimately direct the consumer path to purchase back toward the brand. In order to measure success, brands rely on performance metrics to evaluate the strength of the selected advertising channel. The 2017 PPAI Consumer Study employed five key performance metrics to evaluate the role of promotional products as an advertising channel.

These metrics were designed to capture quantifiable results throughout the consumer path to purchase.

**The result: promotional products are built to leverage the greatest reach, drive recall and fiercely resonate to engage the best reaction among consumers, relative to any other advertising channel.**

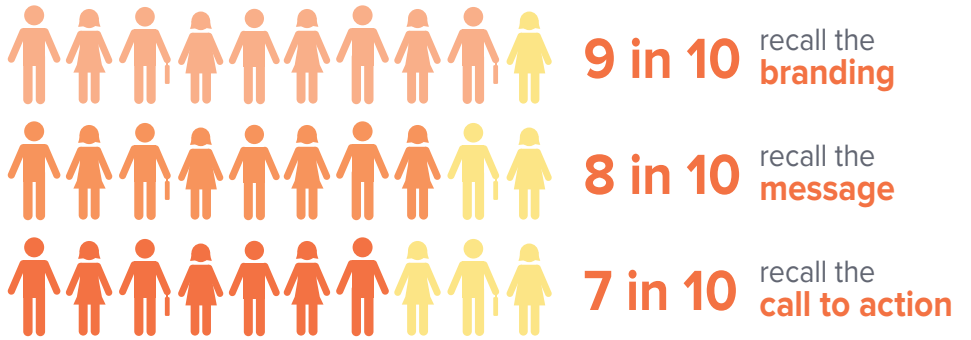
## REACH

**89%** of consumers have received a promotional product in the last six months

## RESONANCE

**82%** had a more favourable impression of the brand

## RECALL



### Who Recalls What Best?

**Millennials** best recalled social media.

**Generation Xers** best recalled directional calls to action, or statements with definitive instructions.

**Baby Boomers** best recalled points of reference such as website domains or contact information.

#### A COMPANY'S:

NAME	}	BRANDING
LOGO		
SLOGAN	}	MESSAGING
TAGLINE		
WEBSITE	}	CALL TO ACTION
SOCIAL MEDIA		
CONTACT		
DIRECTIONAL		
HASHTAG		

## RELATIVITY

**Ranked #1 most effective**

form of advertising to prompt action across all generations



	Millennials	GEN Xers	Baby Boomers	Silent Generation
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1)				
2)				
3)				
4)				
5)				

## REACTION

**80%** researched the brand

**83%** more likely to do business with the brand

**81%** keep promotional products for more than a year



## TOP 3 REASONS

people keep promotional products:

functional

trendy

fun