

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 recent PPAI (Promotional Products Association International) 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
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