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Global Advertising Specialties Impressions Study Summary

A cost analysis of promotional products vs. other advertising media

(for complete study, please call 800-680-0123)



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Study Background

Please find enclosed a cost analysis, done by the Advertising Specialty Institute (ASI) where they interviewed various individuals regarding promotional products they had received. The purpose of the interviews was to understand where items are kept, frequency of use, why the promotional product was kept and estimate the number of impressions the advertiser makes with the item.

The study validates much of what we know to be true with regards to the value of promoting your company and creating brand identity through logo'd wearables, accessories, and merchandise items.

Conclusions

- **Cost per Impression.** In the U.S., the cost per impression of a promotional product is: \$0.005 cents.
 - When compared to other forms of media like television or radio, promotional products are very affordable and effective.
- **Product Usage.** Bags have the highest number of impressions in a month, over 1,000. In fact, over one-third (36%) of those with incomes under \$50,000 own bags. Current global awareness of the importance of reusing, rather than throwing away, combined with high end-user needs for cost saving, make bags a better-than-ever way for advertisers to spread their message.
- **Gender Preferences.** Males are more likely than females to own shirts and caps, while females are more likely to have bags, writing instruments, calendars and health and safety products than males. And as men age, they are even more likely to have received a cap in the last 12 months. As women age, they are more likely to have received writing instruments or calendars.
- **Ability to Identify the Advertiser.** 83% in the U.S. indicated they could identify the advertiser on a promotional item they owned.
Not only do promotional products make impressions to everyone who sees them, but messaging is reinforced every time the item is used, as it is making a contribution to the needs of the owner. No other form of media can allow the advertiser to so closely tie a benefit to the recipient of the message or brand.
- **Ability to Influence User Opinions.** 41% of U.S. respondents indicated their opinion of the advertiser was more favorable after receiving a promotional product. Among those who had not done business with the advertiser already in the U.S., 27% thought it likely they would.
- **Most Popular Product.** In the U.S., writing instruments are used the most often, an average of 18.2 times per month.
- **Pass Along.** After receiving a promotional product they don't plan to keep, nearly two-thirds (62%) of respondents in the U.S. indicated that they give the item to someone else. This is up 11 percentage points from two years ago.

Detailed Findings

Types of items owned

- The most commonly owned promotional products among U.S. respondents are writing instruments (46%), followed by shirts (38%) and calendars (24%). Calendars climbed from seventh in 2008 to third in 2010. The number of calendars given out was not necessarily higher, but the number kept and subsequently used was higher.

Types of Items Owned

	Rank 2010 (U.S.)	Rank 2008 (U.S.)	U.S.	Canada
Writing Instruments	1	1	46%	44%
Shirts	2	2	38%	42%
Calendars	3	7	24%	20%
Bags	4	4	23%	20%
Caps/Headwear	5	3	16%	22%
Desk/Office/Business Accessories	6	6	16%	18%
Food Items	7	n/a	12%	16%
Glassware/Ceramics (includes Mugs)	8	5	11%	18%
Health and Safety Products	9	n/a	9%	13%
Jackets/Hoodies/Sweatshirts/Fleece	10	n/a	4%	8%
Electronics/Computer	11	n/a	4%	2%
Recognition- Awards/Trophies/Plaques	12	10	3%	3%
Automotive	13	n/a	2%	1%

Average number of times used per month

- Writing instruments are used the most often, 18.2 times per month in the U.S.

Average Number of Times Item Is Used per Month

	U.S.	Canada
Writing Instruments	18.2	18.2
Automotive*	7.8	n/a
Electronics/Computer*	7.7	n/a
Desk/Office/Business Accessories	7.2	6.7
Glassware/Ceramics (includes Mugs)	6.3	6.7
Bags	5.8	5.4
Health and Safety Products	5.6	6.2
Caps/Headwear	3.9	5.8
Shirts	3.1	3.1
Jackets/Hoodies/Sweatshirts/Fleece	2.7	7.0

Average number of contacts per month

- Bags have the highest average number of contacts when used each month, particularly in the U.S., where 187 see the item when used.
- Shirts also have a high number of contacts, with 113 in the U.S.
- Caps have a high number of contacts, particularly in Canada, where 173 see the item when it is used.

Impressions

U.S.

Impressions are calculated by multiplying the number of times an item is used by the number of people that see the item.

- Overall, the number of impressions for like items in 2008 and 2010 is similar. Once again, bags have the highest number of impressions per month, with 1,078.
- Wearables (shirts, caps, jackets) as a group generate the highest number of impressions.
- Items commonly used by only one person, such a health product (86 impressions/month) or food item (93 impressions/month), generate the lowest number of impressions.

Length of time item is kept

- The average length of time a respondent kept a promotional product is 5.4 months.
- Electronics are held the longest, at 8.1 months, while (as expected) food items are held for one month.

Total Impressions and Time an Item Is Kept – U.S.

	2010 Impressions/Month	2008 Impressions/ Month	2010 Months Kept	2008 Months Kept
Bags	1,078	1038	6.7	8.6
Caps/Headwear	443	476	6.7	7.1
Writing Instruments	437	363	4.6	4.9
Shirts	344	365	6.4	6.8
Calendars	295	227	6.7	8.3
Electronics/Computer*	278	n/a	8.1	n/a
Automotive*	265	n/a	4.6	n/a
Jackets/Hoodies/Sweatshirts/Fleece	257	n/a	3.9	n/a
Desk/Office/Business Accessories	243	294	5.5	6.4
Recognition-Awards/Trophies/Plaques*	223	221	7.3	10.8
Glassware/Ceramics (includes Mugs)	198	251	6.6	8.0
Food Items	93	n/a	1.0	n/a
Health and Safety Products	86	n/a	4.1	n/a
AVG		5.4		5.9**

Total Impressions/Cost per Impression

- With the exception of Recognition-Awards, the cost per impression of ad specialties is very low, costing only fractions of a cent per impression.
- The cost per impression of a promotional product stayed virtually the same from 2008 to 2010, and is now .005 cents

Impressions Summary Cost - US

	Total Impressions	Average Cost	2010 Cost per Impression (cents)	2008 Cost per Impression (cents)
Total		0.005		0.004
Bags	7,224	\$10	0.001	0.002
Caps/Headwear	2,984	\$6	0.002	0.002
Electronics/Computer	2,243	\$13	0.006	n/a
Shirts	2,208	\$11	0.005	0.005
Writing Instruments	2,005	\$3	0.001	0.002
Calendars	1,984	\$5	0.003	0.003
Recognition	1,634	\$35	0.021	0.021
Awards/Trophies/Plaques				
Desk/office/Business Accessories	1,324	\$10	0.008	0.007
Glassware/ceramics (includes Mugs)	1,307	\$5	0.004	0.004
Automotive	1,227	\$6	0.005	n/a
Jackets/Hoodies/Sweatshirts/Fleece	1,002	\$50	0.050	n/a
Health and Safety Products	355	\$2	0.006	n/a
Food Items	93	\$7	0.076	n/a

Cost per impression of other media

- Advertising specialties are less expensive per impression than other media.
- The investment in advertising specialties is modest, more targeted and achievable by smaller business than other forms of advertising.

Cost per Impression

Prime Time TV (1)	0.018
Syndicated (Day) TV (1)	0.005
Cable TV (Prime Time) (1)	0.005
National Magazine (1)	0.045
Spot Radio (1)	0.058
Billboard (2)	0.002
Newspaper (3)	0.029
Internet (4)	0.003

Cost per Impression by Media

Prime Time TV	National Magazines	Spot Radio	Ad Specialties
\$0.018	\$0.045	\$0.058	\$0.005

(1) Source: 2010 The Nielsen Company. Numbers derived by ASI from data provided by Nielsen.

(2) Source: Outdoor Advertising Association of America

(3) Source: Columbus Dispatch

(4) Source: AdAgeOnline.com

FAST FACT:
Ad specialties deliver a better cost per impression than most other media.

Ability to Identify Advertiser

Are you able to identify the advertiser of the item?

- 83% in the U.S. indicated they could identify the advertiser on a promotional item they own, very similar to 2008 (84%).
- As one would expect, items that are the most frequently used have the highest advertiser recall. Glassware/ ceramics (87%) and shirts (86%) have the highest recall. Electronics/computer items have the lowest recall (31%), suggesting a need for better advertiser identification.

Ability to Identify Advertiser

	U.S. (2010)	U.S. (2008)	Canada
Total	83%	84%	92%
Glassware/Ceramics (includes Mugs)	87%	84%	97%
Shirts	86%	87%	88%
Writing Instruments	84%	85%	86%
Bags	82%	90%	98%
Calendar	82%	69%	88%
Health and Safety Products	82%	n/a	92%
Caps/Headwear	81%	89%	91%
Food Items	79%	n/a	94%
Recognition-Awards/Trophies/Plaques	79%	85%	n/a
Jackets/Hoodies/Sweatshirts/Fleece	77%	n/a	95%
Desk/Office/Business Accessories	70%	67%	87%
Automotive*	63%	n/a	n/a
Electronics/Computer*	31%	n/a	n/a

Reason for Keeping Item

Why do you keep the item you received?

- About three-quarters of respondents indicated that an item's usefulness is the primary

Reason for Keeping Item: Summary

	U.S. (2010)	U.S. (2008)	Canada
Useful	75%	81%	74%
Attractive	27%	26%	28%
It's enjoyable to have	19%	n/a	22%
Refer to information like phone numbers	6%	3%	6%
Some other reason	10%	n/a	11%

- Calendars, writing instruments, health and safety items and bags are most frequently kept because they're useful.
- Recognition awards are kept by 43% because they're enjoyable to have, while calendars are kept for reference by 21%.