

INTRODUCTION

2016 Buyer Study is conducted by PPAI in order to understand buyers' budgets, purchasing habits, preferences and level of satisfaction with promotional products. A previous buyer study was published by PPAI in April 2014.

MOST-RECOGNIZED INDUSTRY TERMS

The term *promotional products* is a widely recognized term by advertisers and agencies, and promotional products continue to be used as an advertising medium to promote brands.



BUDGET & USAGE

Data indicates the majority of buyers do have a budget set aside for promotional products. However, for more than 72% the allocation is less than 20% of their marketing advertising budget. When asked what their plans were for promotional products spend over the next 12 months, only 3% projected a decrease in product purchases. Generally, we see promotional products used as both stand-alone and integrated campaign strategies and most often used in conjunction with social media.

BUYING BEHAVIOR

Buyers will typically purchase promotional products from two to five distributors on average per year. The strength of this relationship lies in the range of creative services offered and the ability to show ROI. Buyers continue to favor domestic sources rather than overseas. Data also suggests buyers are more likely to order online (ordering directly from a website), than offline, (in-person, on the phone, or via email). However, many buyers will exercise both channels.

EFFECTIVENESS

Overall, buyers consider promotional products mostly or always effective in achieving marketing goals. They generally consider promotional products more effective than social media and nearly as effective as all other media. Of the wide-range of features promotional products exhibit, buyers primarily appreciate the ability to supply a useful product, while also relating to their target industry and maintaining the campaign theme. The most important product characteristics to a buyer include their ability to promote customer loyalty, repeat business, efficiently reach target market, and likeability in a diverse audience.

