Recall of Promotional Products

- Seven in 10 consumers recalled receiving at least one promotional product in the past 12 months. A similar finding was observed in previous studies. Among those who recalled receiving promotional products, 70% recalled receiving two or more items.

- Recall of the advertiser and message behind the first promotional item recalled are very high. While 88% recalled the advertiser from a promotional product received in the past 12 months, 71% recalled advertisers on a newspaper or magazine read a week before, which speaks to the power of promotional products to support brand recall.

- Financial services, retailers, apparel brands and electronics manufacturers are the most commonly recalled advertisers of promotional products. The most often recalled promotional product categories include:
  - Wearables (41%): Including Shirts (22%), Caps/Headwear (11%), Outerwear(6%) Other Wearables (2%)
  - Writing Instruments (35%)
  - Drinkware (19%)

Key Findings

Main Takeaways

Promotional products have a high reach and potential for top-of-mind recall and are an excellent medium to increase and sustain brand awareness

Unaided brand recall is a brand strength indicator as it depends on strength and organization of memories and their accessibility. It is affected by:
- Interference of other product information
- Time since last exposure
- The number and type of external retrieval cues

Promotional products can be used to minimize time gaps in exposure occasions and provide external cues to help brand recall. They should be provided on a regular basis, have a clear connection to the brand, and should be relevant to the consumer.
Main takeaways

Promotional products are often present and used in consumers’ daily life. By providing useful promotional products (not only as references for contact information) that can be integrated in consumers’ life in an organic way, advertisers can increase their reach and potential for creating and maintaining brand awareness.

Promotional products should be thought as “gifts for family and friends” to extend their relevancy beyond target users to facilitate passing them to others and thus increasing their reach.
Main Takeaways

It is undeniable that promotional products have a positive impact on attitudes and behavior. The use of promotional products has a strong correlation with both customer acquisition and retention. Advertisers should use this medium in a strategic way to foment loyalty, create awareness and increase new trials.

Advertisers and promotional products distributors should monitor cultural and socio-economic trends to be able to anticipate which items could be more appealing, useful and easily integrated in consumers’ daily lives. Such items would create and support favorable impressions about the advertisers and provide cues for brand recall when purchasing decisions are made.