The 2017 Consumer Study Summary

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.

Methodology and detailed findings can be reviewed in the full report at: ppai.org/members/research.

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**The 5Rs of Promotional Products**

- **REACH**: 89% of consumers have received a promotional product in the last six months.
- **RECALL**: 9 in 10 recall the branding, 8 in 10 recall the messaging, 7 in 10 recall the call to action.
- **REASON**: The top 3 reasons people keep promotional products:
  - Fun
  - Functional
  - Trendy
- **RESONANCE**: 82% had a more favorable impression of the brand.
- **RELATIVITY**: Ranked #1 most effective form of advertising to prompt action across all generations.

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**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.

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**Reactions to Promotional Products**

- **9 in 10** recall the branding
- **8 in 10** recall the messaging
- **7 in 10** recall the call to action

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**Cumulative Reach**

- **81%** keep promotional products for more than a year
- **41%** in 1-5 Years
- **22%** in 6-10 Years
- **18%** in 11+ Years
- **19%** < 1 Year

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**Top 3 Relative Reach**

- **Millennials**: Most
- **GEN Xers**: Second
- **Baby Boomers**: Third
- **Silent Generation**: Fourth

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