Get In Touch! during Promotional Products Work! Week
Experience the #PowerOfPromo

Customizable Broadcast Spot | Co-op Spot | Research Video

Get In Touch! with buyers by connecting with them on multiple levels with video. We encourage you to engage with your prospects and customers using the suggested video content. Customize by using your social handles, hashtags and links to your digital content.

Get In Touch!® Spot :50 | People Around The World Love & Connect With Promotional Products

Post Copy Points: People around the world love and connect with promotional products. As a matter of fact, they use them every moment of the day. Promotional products advertising is the one go-to branding tool that delivers exposure, engagement, and touches consumers like no other. So, whether you’re a big business, or a force of one. There’s nothing more powerful and effective than having your brand in the hands of clients and consumers. A promotional products professional can help put you in touch with your target audience with unique and useful products. Creating powerful advertising that lasts and connects.

Visit (yoururl.com) and Get In Touch! today.
CUSTOMIZE YOUR SPOT!

Get In Touch® Co-op Spot -50 + :10
Trailer | People Around The World Love & Connect With Promotional Products

Competitive Edge Example

EDITOR’S NOTE: PPAI strongly suggests utilizing the services of a professional video editor when customizing the :50 video with a :10 second trailer.

Video Editing Elements:
- :50 Silent Video
- Voice Over Track
- Music Bed
- Dog Barking Sound Effect
- :15 & :30 sec spots also available

PPAI Research Video (buyer-facing) | No. 1 Most Effective Form of Advertising

Millennials make up one-quarter of the US Population – 89.2 million strong. And with 6 hundred billion dollars in spending power, millennials are the largest consumer generation in history. As the number one most effective form of advertising, promotional products have more recall than all other advertising media, especially among millennials. Millennials ranked promotional products as the top advertising vehicle providing consumers with an incentive to take action.

In 2016, promotional products shared nearly 21 Billion dollars of the advertising market in the United States alone. As a matter-of-fact, One-third of all Millennials said they are in contact with promotional products at all times. 87% are curious enough to take further action.

Look around your office, we’ve got Millennials working in all aspects of business and industry - now glance at your neighbor’s workspace – how many promotional products do you see? Exactly! Promotional products are welcome in places and spaces no other advertising medium can touch.

Nearly one in two Millennials said they kept promotional products because the design of the item fit their lifestyle. Eighty-percent of people actually keep their promotional products for over a year. If for some reason, they don’t keep it, rather than toss it, eight in ten pass it along to somebody else to enjoy.
Why is all this important? 9 out 10 recall the brand from a promotional product and 6 in 10 recalled the message – Isn’t that the point in Advertising? We want people to take action.

Keep the promotional products coming – When you have 83% of the next generation telling us they like promotional products and 65% of advertisers consider promotional products effective or highly effective – clearly promotional products work.

The numbers say it all. You can get in touch with millennials through promotional products. The opportunities are endless for creating powerful advertising that will live on.

And, Get In Touch! today.
Social Media Suggested Posts & Graphics

Get In Touch! with buyers by connecting with them on social media. We encourage you to follow and engage with your prospects and customers using the suggested social posts along with the integrated campaign video and digital ads. Customize by using your social handles, hashtags and links to your web content.

Integrated Campaign

Social, digital, video tools.
- Facebook
- Twitter
- Instagram
- Linkedin
- Pinterest
- Google+

Post Copy & Graphic:
Join (company name/social handle for a (description) event during Promotional Products Work! Week. Experience the #PowerOfPromo #GetInTouch!

Post Copy & Graphic:
Get in touch with your audience—include promotional products in your marketing mix. It’s all in the numbers. Experience the #PowerOfPromo #GetInTouch with (your social handle or web link) today!

Post Copy & Graphic:
Get in touch with your audience—74% keep promotional products in their workspace. It’s all in the numbers. Experience the #PowerOfPromo #GetInTouch with (your social handle or web link) today!
Post Copy & Graphic:
A promotional professional can help you design a program to get results & save you time & money in the process. Experience the #PowerOfPromo #GetInTouch with (your social handle or web link) today!

Post Copy & Graphic:
Get in touch with your audience—include promotional products in your marketing mix. It's all in the numbers. Experience the #PowerOfPromo #GetInTouch with (your social handle or web link) today!

Post Copy & Graphic:
A promotional professional can help you design a program to get results & save you time & money in the process. Experience the #PowerOfPromo #GetInTouch with (your social handle or web link) today!
Digital Media & Ads

Get In Touch! with buyers by connecting with them online. We encourage you to advertise targeting your prospects and customers using the suggested digital advertising. Generate leads by linking directly to your website or email.

GIFs
Promotional Products Drive 87% Of Millennials To Take Action. Experience the #PowerOfPromo #GetInTouch!

GIFs
87% Of Consumers Said They Recalled At Least ONE BRAND On A Promotional Product. Experience the #PowerOfPromo #GetInTouch!

GIFs
80% Keep Their Promotional Products MORE THAN A YEAR. Experience the #PowerOfPromo #GetInTouch!
65% of Advertisers Consider Promotional Products Highly Effective | DOWNLOAD

CONSUMER STUDY | Experience the #PowerOfPromo #GetInTouch!

Stats Ad Set Spec & Sizes:
JPEG, PSD, PDF, GIFS
160x600, 300x250
320x50, 640x480
798x90, 851x315
1200x628, 1200x900
Link: (your url or email)
Experience the #PowerOfPromo #GetInTouch!

Stats Ad Set Spec & Sizes:
160x600, 300x250
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798x90, 851x315
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Stats Ad Set Spec & Sizes:
GIFs
160x600, 300x250
320x50, 798x90
1200x628, 1200x900
Link: (your url or email)
Experience the #PowerOfPromo #GetInTouch!
Digital Banner Ads

Promotional Consultant

Around 74% of people keep promotional products in their workspace

#GETINTOUCH
Collateral & Print Ads

Consider using one of the supplied ads to showcase your capabilities and the power of promotional products in your local business journal, Chamber publication, or school program. Be sure to customize by using your company logo and website address.

Full Page, Bleed

Ad Copy Short: Let's talk numbers. Over 85-percent of people do business with the advertisers on the promotional products they receive. Here is another one for you: more than four out of five people actually like receiving them. Get in touch with your audience—include promotional product in your marketing mix.

Ad Copy Long: I started my first company right out of school. I've been called a techie, a nerd — but I prefer “early adopter.” I'm inundated with buzz about the “next big thing” 24/7. But most of it is just...noise. My headphones are a lifesaver when I need to focus, which is always. They were giving them away at a concert last summer — it's like they know me. Most of what I own has a similar story — gear I've picked up over the years that has become part of me and my process. When these objects become more than things, that's when they break through the noise.
Buyer Presentations, Logos & Style Guide

Be the expert and raise awareness in your local market by speaking to business organizations, community groups and schools and universities using the customizable and fact-filled Get In Touch! PowerPoint.

Get In Touch! with buyers by adding a call to action to your marketing communications. We encourage you to add the Get In Touch! logo to your advertising, website, social, email.

ADvocate For The Industry!

Customizable Buyer Outreach PowerPoint Presentation
File Formats
JPEG, .AI, PDF

GET IN TOUCH!
ADVERTISING THAT LIVES ON
#GetInTouch

GetInTouchAdvertising.com

#PowerOfPromo

WEEK
May 14-18, 2018
Promotional Products Work!

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News Release

CELEBRATE THE POWER OF PROMO
**PRIMARY LOGO**

The GIT primary logo should be used whenever possible.

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**LOGO VARIATIONS**

Black and white versions must only be used when 4-color printing is not available.

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**COLORS**

Pantone colors (also called PMS colors) should be used for one- two- or three-color printing (also called spot printing). CMYK should be used for four-color or process printing. The RGB and Websafe should only be used for digital applications such as the web, TV or video.

<table>
<thead>
<tr>
<th>PANTONE Color</th>
<th>RGB</th>
<th>Websafe</th>
</tr>
</thead>
<tbody>
<tr>
<td>199</td>
<td>R 223 G 31 B 54</td>
<td>DFIF36</td>
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<td>100</td>
<td>R 00 G 00 B 00</td>
<td>000000</td>
</tr>
<tr>
<td>Cool Gray 10</td>
<td>R 101 G 101 B 106</td>
<td>65656A</td>
</tr>
</tbody>
</table>

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**Graphics & Photography**

There may be instances such as advertising, collateral communications, posters, social media, etc where specific imagery and graphics can further strengthen the GIT brand. Here are some examples of photography style and graphics available for use.

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**Typography**

Other variations of the DIN font family (not shown) are also available to be used.
**Advertising Channels**

- **Sales Volume**
  - Promotional Products: $20.8 B
  - Broadcast: $103.4 B
  - Online: $67.8 B
  - Print: $84.9 B
  - Mobile: $20.7 B

- **Market Share**
  - Promotional Products: 7%
  - Broadcast: 34%
  - Online: 23%
  - Print: 29%
  - Mobile: 7%

- **Growth Rate**
  - Promotional Products: +4%
  - Broadcast: +3%
  - Online: +18%
  - Print: +1%
  - Mobile: +66%

- **Reach**
  - Promotional Products: 89%
  - Broadcast: 61%
  - Online: 73%
  - Print: 49%
  - Mobile: 61%

- **Recall**
  - Promotional Products: 9 in 10
  - Broadcast: 3 in 10
  - Online: 2 in 10
  - Print: 2 in 10
  - Mobile: 2 in 10

- **Reaction**
  - Promotional Products: 83%
  - Broadcast: 17%
  - Online: 6%
  - Print: 12%
  - Mobile: 17%

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2. MarketingCharts, Advertising Channels with the Largest Purchase Influence on Consumers Study Advertising Channels with the Largest Purchase Influence on Consumers Study. 3rd Annual Edition (May 2016).

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Promotional Product Trends: A Quick Breakdown

A snapshot of the buying habits and preferences for promotional products among ad agencies and corporate advertisers

96% of buyers purchased promotional products in the past year.

75% of buyers purchased three or more times during that time.

8 in 10 purchase promotional products from promotional consultants.

74% believe promotional products contributed to campaigns' successes.

Top three drivers for including promotional products:

- Price
- Design/Function
- Proven Favorite Of Recipients

52% of project budgets/campaigns include promotional products.

Most frequently purchased categories:

- Apparel
- Writing Instruments
- Sporting Goods
- Leisure Products
- Travel Accessories

Promotional products are seen as strong influencers of brands:

- Brand Recognition: 66%
- Brand/Product Awareness: 58%
- Corporate Identity: 55%
- Increase Good Will: 51%
- Brand Recall: 42%

74% say promotional products are either effective or extremely effective.

7 in 10 have used promotional products in stand-alone campaigns.

6 in 10 have included them as part of advertising campaigns.

More than half of promotional products were mailed as a result of campaign design.

Nearly all agencies and advertisers customized or imprinted the products.

88% recommend using promotional products.

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 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.