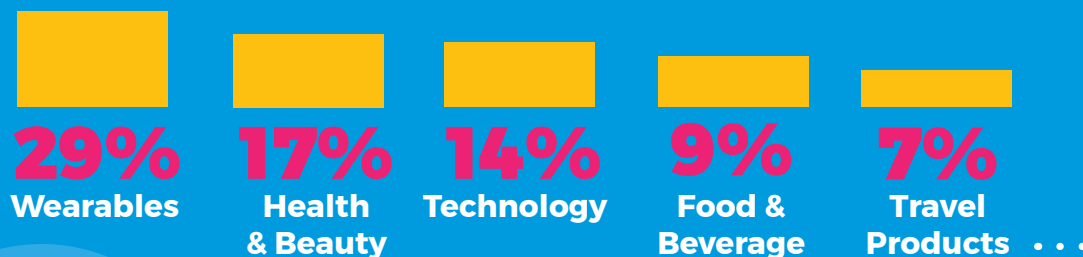


# HIGHLIGHTS FROM THE PPAI 2019 CONSUMER STUDY

## 1. Top 5 Favorite Product Categories



2. **99%**  
Will Go Out Of  
Their Way To  
**GRAB** A  
Promotional  
Product

3. **74%**  
Say Promotional  
Products Make  
Their Experiences  
Much **MORE**  
**MEMORABLE**

4. **8 IN 10**  
People **LIKE**  
Receiving  
Promotional  
Products

5. **99%**  
Of Consumers Who  
Receive Promotional  
Products **KEEP**  
**THEM**

6. The Majority  
Of Consumers Say  
They Would **RATHER**  
**RECEIVE A PROMO**  
**PRODUCT** Than All  
Other Advertising

7. **72%**  
Believe That The  
**QUALITY OF THE**  
**PROMO PRODUCT**  
Reflects On The  
**REPUTATION OF**  
**THE COMPANY**

**GET IN  
TOUCH!**

ADVERTISING YOU CAN FEEL

