Promotional Products Work In Any Economy

In times of recession or economic hardship, surveyed consumers say promo gifts stand out as a sign of brand value and show that employers care about their workers.

83% would experience a strengthened loyalty to a brand they currently shop with that gave them a promotional product.

73% are more likely to consider purchasing from a business that gave them a promotional product they kept.

75% are MORE likely to buy from a company that gave them a promotional product than from another company they know equally well but did not give them a promotional product.

Thoughtful Gifts are preferred as a way for a manager or employer to show an employee they are valued, more than:
- Discussing career
- Planning social outings
- Recognition on social media
- Educational conferences

Of 482 respondents (average), Totals may not equal 100% due to rounding. Survey conducted February 2023.