

The 5-Second Impact: Why First Impressions Drive Brand Value

You have five seconds
to make your brand matter

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The 5-Second Rule

A promotional product has five seconds to win a place in someone's life or end up in the trash.

- Attention is fleeting, and brand competition is fierce.
- Success depends on an **immediate spark**:
 - Make it **useful**.
 - Make it **feel good**.
 - Make it **personal**.
 - Make it **quick**.

One good product, well-designed and thoughtfully branded, can do more in five seconds than a digital ad can in five days.



Why Promotional Products Still Win

- **61%** remember the brand from their most recent promo product.
- **77%** looked up the brand after receiving an item.
- **72%** purchased because of a promo product.



Promo products don't just create awareness – they drive action and revenue.

Why Some Products Stay And Others Don't

Top Reasons to Keep a Promo Product:

- **68%:** It's something I'll actually use.
- **57%:** It's useful in daily life.
- **68%:** High-quality materials make it feel premium.
- **44%:** Prefer subtle branding.
- **42%:** Looks good and feels high-quality.



Usefulness and quality are the strongest drivers of retention. Design and branding style matter, too.

Design and Personalization Drive Retention

- **89%** say design influences whether they keep a product.
- **48%** say personalization makes it more memorable.
- **48%** say a short personal message adds meaning.



Personalization turns a product into a message, and design is the dealbreaker.

Beyond Utility: Emotional Connections Matter

- **36%** feel emotionally connected to a brand because of a promo product.
- **38%** still remember the brand months or years later.
- **52%** keep items for sentimental or memory value.



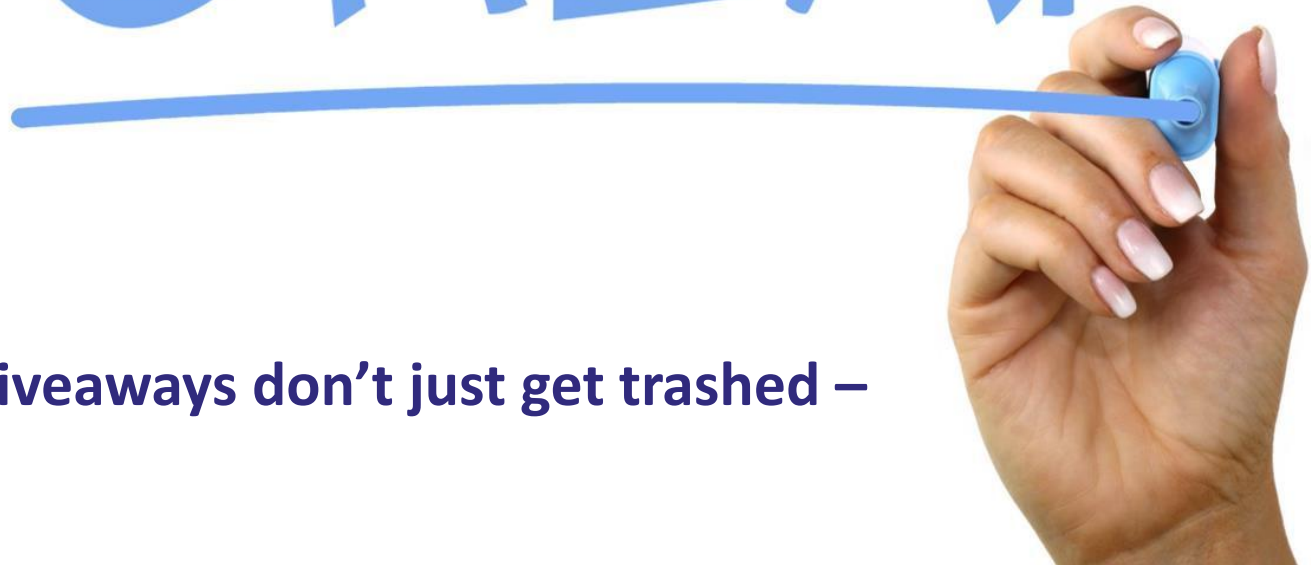
Promotional products can create lasting emotional bonds that strengthen loyalty and advocacy.

Why Some Products Fail Immediately

Top Reasons Items Feel Cheap or Forgettable:

- **62%:** Poor material or build quality
- **38%:** Boring or generic design
- **37%:** Already have too many similar items
- **26%:** Packaging or presentation felt careless
- **26%:** Overly large/bold branding
- **25%:** Too many logos or brand messages
- **13%:** Didn't match the event or situation

CHEAP



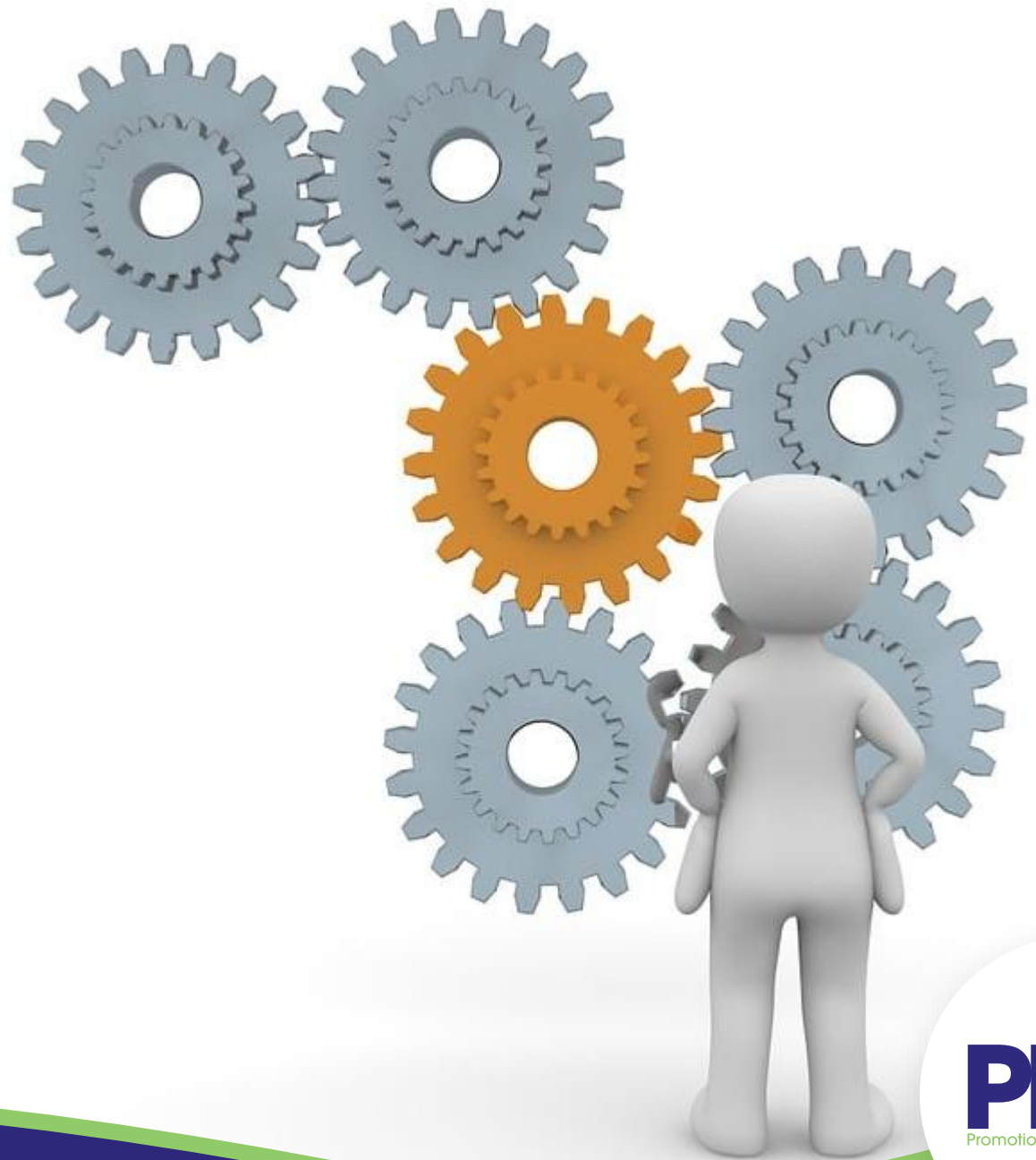
Cheap feels expensive, and low-quality giveaways don't just get trashed – they can damage your brand.

Key Takeaways

- **The 5-second window is critical:** First impressions decide brand value.
- **Quality and design drive ROI:** Cheap products damage perception.
- **Personalization creates loyalty:** Emotional connections lead to repeat business.
- **Promo sticks:** Branded products outperform digital in recall and engagement.



Premium design and personalization aren't costs – they're investments in loyalty and revenue.



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Research Methodology:

This PPAI Consumer Study is based on an online survey of 1,000 U.S. consumers, achieving a 100% completion rate. Respondents were promotional product recipients across diverse demographics and provided insights on brand recall, product retention, design preferences and purchase behavior.