

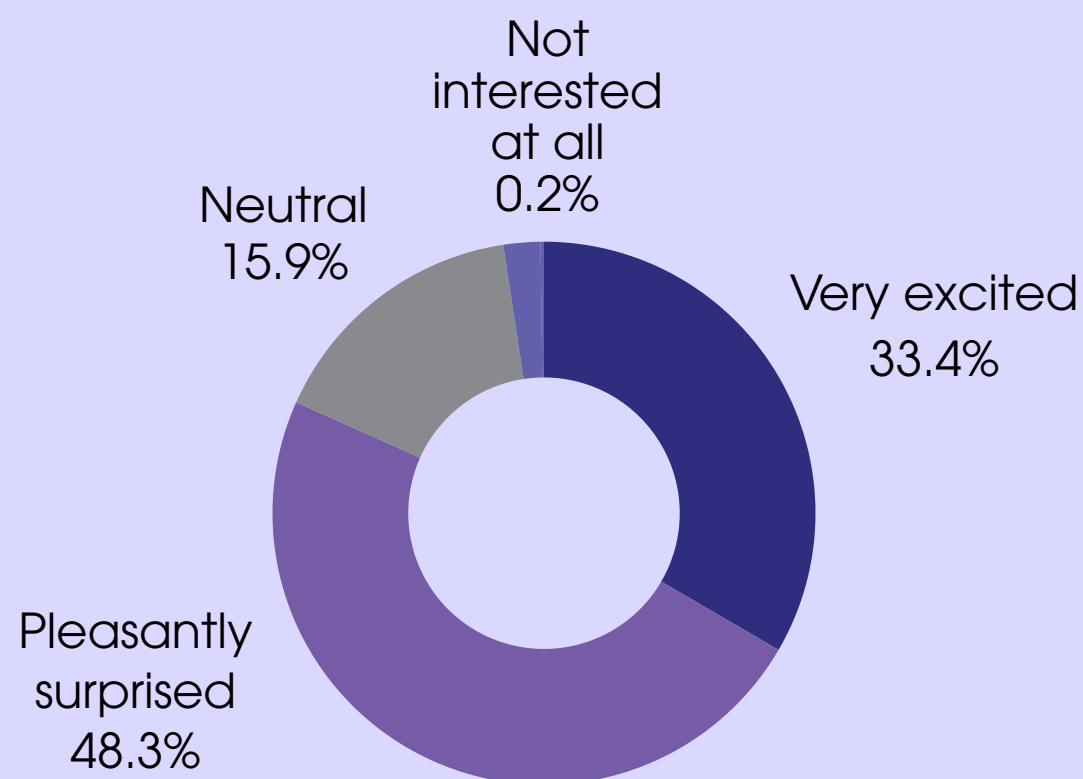
BRANDED MERCHANDISE

THE BIG PICTURE

Emotion and perceived quality shape the merch experience.



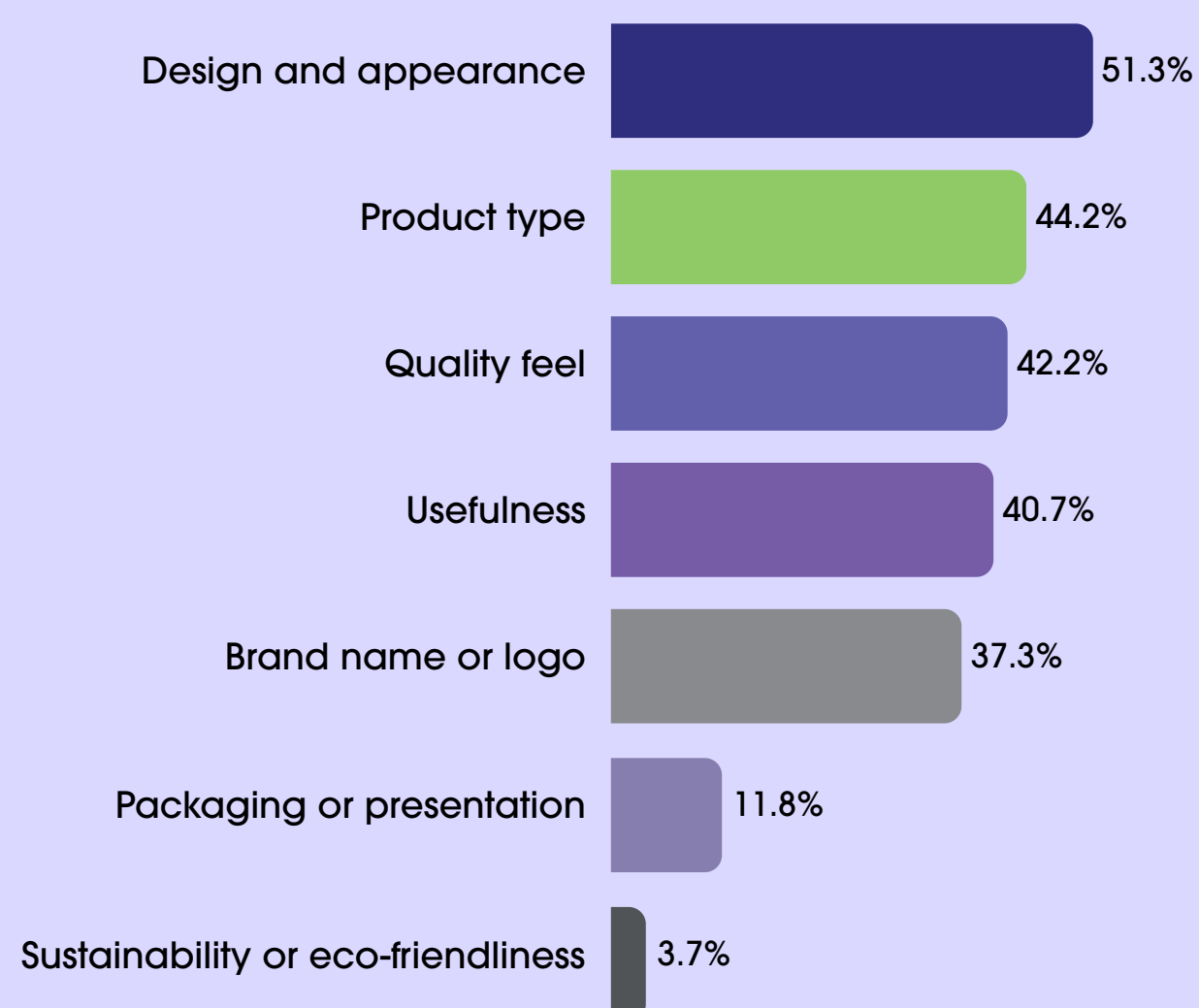
First Reaction To Branded Merch



WHAT INFLUENCES FIRST IMPRESSIONS

What people notice first and how it determines whether merch earns a second look:

Top First Impression Drivers



DESIGN AND APPEARANCE BEATS BRAND RECOGNITION IN FIRST IMPRESSIONS

INITIAL REACTION TO RECEIVING BRANDED MERCH

81.7% of recipients react **POSITIVELY** when receiving branded merch.

But the magic is in the details: Design, quality and usefulness determine whether your item becomes a treasured keepsake or ends up in the trash.



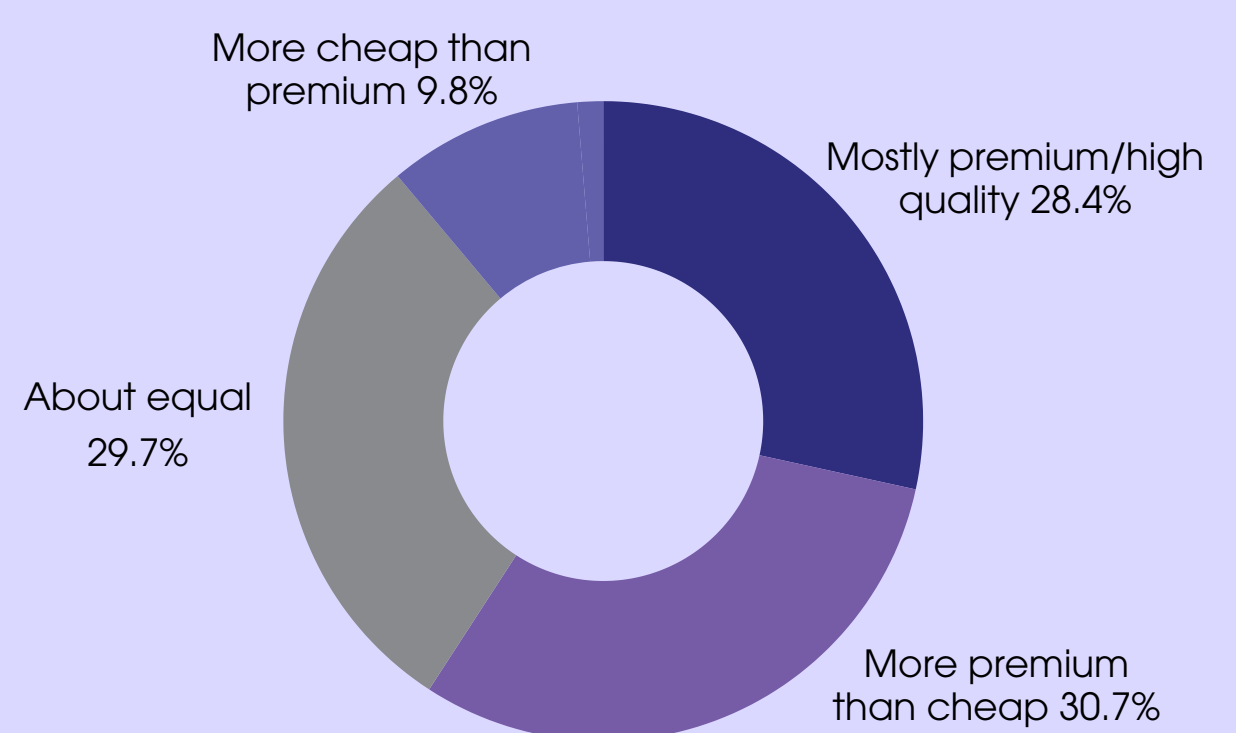
POSITIVE REACTIONS (EXCITED + SURPRISED) **81.7%**



MERCH FEEL AND BRAND RETENTION

How perceived quality shapes whether merch gets kept, used or forgotten:

Overall Feel Of Branded Merch



59.2% POSITIVE QUALITY PERCEPTION

The more premium merch feels, the longer it lives and the better the brand is remembered.

Great merch doesn't just look good – it feels good, gets used and leaves a LASTING BRAND IMPRESSION.