

The 5Rs of Promotional Products

- REACH
- RECALL
- RESONANCE
- REACTION
- RELATIVITY

The 2017 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 2017 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.



REACH

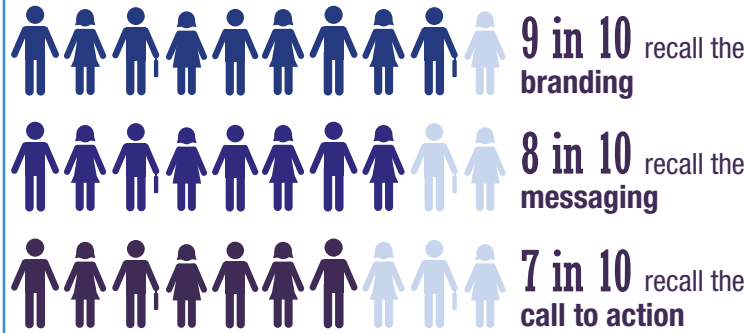
89% of consumers have received a promotional product in the last six months

REACTION

8 in 10 researched the brand

83% more likely to do business with the brand

RECALL



Who Recalls What Best?

- Millennials** best recalled social media.
- Generation Xers** best recalled directional calls to action, or statements with definitive instructions.
- Baby Boomers** best recalled points of reference such as website domains or contact information.

A COMPANY'S:

Name	} BRANDING
Logo	
Slogan	} MESSAGING
Tagline	
Website	} CALL TO ACTION
Social Media	
Contact	
Directional Hashtag	

REASONS

TOP 3 reasons people keep promotional products:

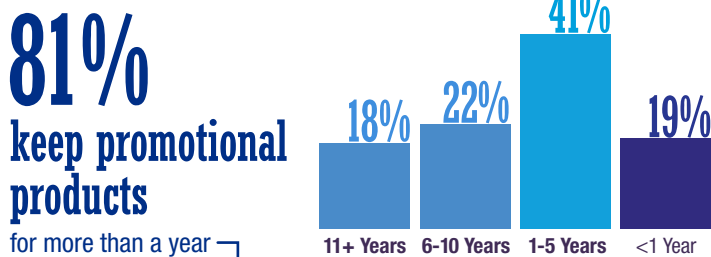


RESONANCE



82% had a more favorable impression of the brand

REPEATED EXPOSURE¹



RELATIVITY

Ranked **#1** most effective form of advertising to prompt action across all generations

across all generations



	Millennials	GEN Xers	Baby Boomers	Silent Generation
1)				
2)				
3)				
4)				
5)				