



Marketers view on promotional products Research Insights

In summary

- It's not just the traditional promotion product types being purchased – over two thirds are purchasing electronic goods
- Over 70% of the marketers we spoke to are using promotional products as a brand awareness tool
- In the eyes of marketers, a quality promotional product that is memorable is the key to success
- Over 10% of the marketers we spoke to are spending in excess of £50,000 per annum on promotional products
- The internet is often the first point of call when sourcing a supplier
- Price is important when choosing a supplier, but the quality of the service is more so
- Marketers state compliance is important, however there is little understanding about what compliance is
- Creativity is a key challenge faced by marketers when buying promotional goods
- The best gifts are considered useful in everyday life... or edible!

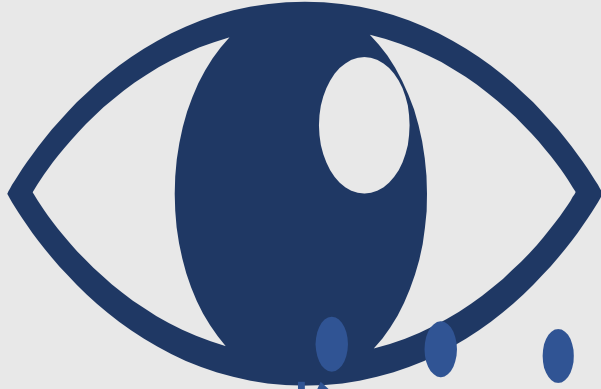
What products are you purchasing?

It's not just the traditional promotion product types being purchased – over two thirds are purchasing electronic goods

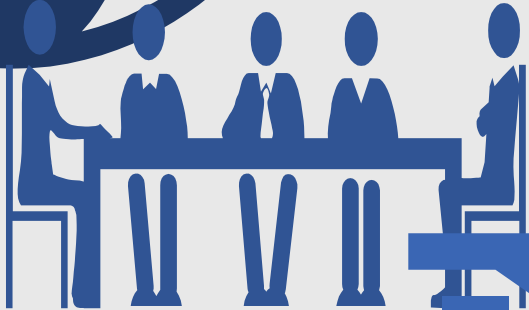


Unusual products mentioned:
Screen cloths
Shoe polish
Ice cream
Plants

What are the reasons for the products?



Brand awareness giveaways 74%



Exhibitions, seminars or conferences 59%



Direct mail campaign 19%



Incentive programme 15%



Recognition programme 9%

Over 70% of the marketers we spoke to are using promotional products as a brand awareness tool

What creates a successful product?

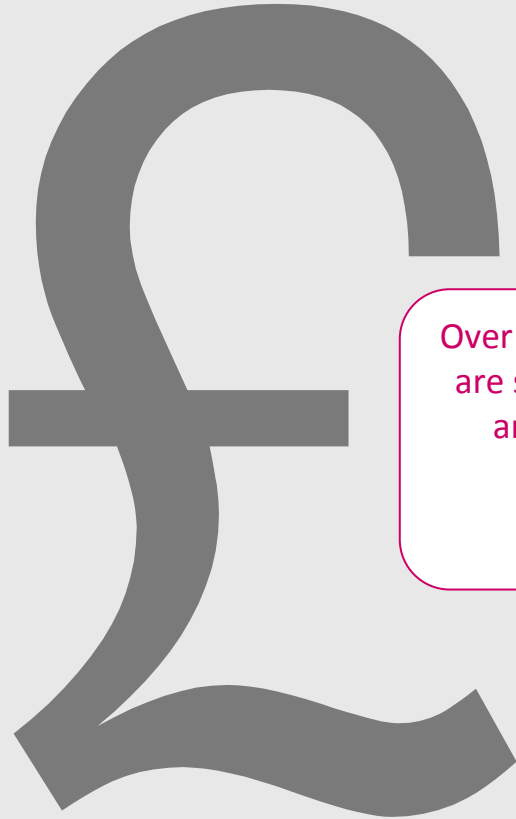
In the eyes of marketers, a quality promotional product that is memorable is the key to success



- Quality - 81%
- Memorable - 71%
- Relevance - 69%
- Usefulness - 65%
- Long desk life - 31%



What do you spend?



Over 10% of the marketers we spoke to are spending in excess of £50,000 per annum on promotional products

Most typically spend £1.01-£5.00 per unit

Annual spend

<£500 - 5%

£501-£2,000 = 22%

£2,001-£5,000 = 21%

£5,001-£10,000 = 19%

£10,001-£50,000 = 17%

£50,001 - £100,000 = 10%

£100,000+ = 4%

Average spend per unit

<£1.00 = 20%

£1.01 - £2.50 = 38%

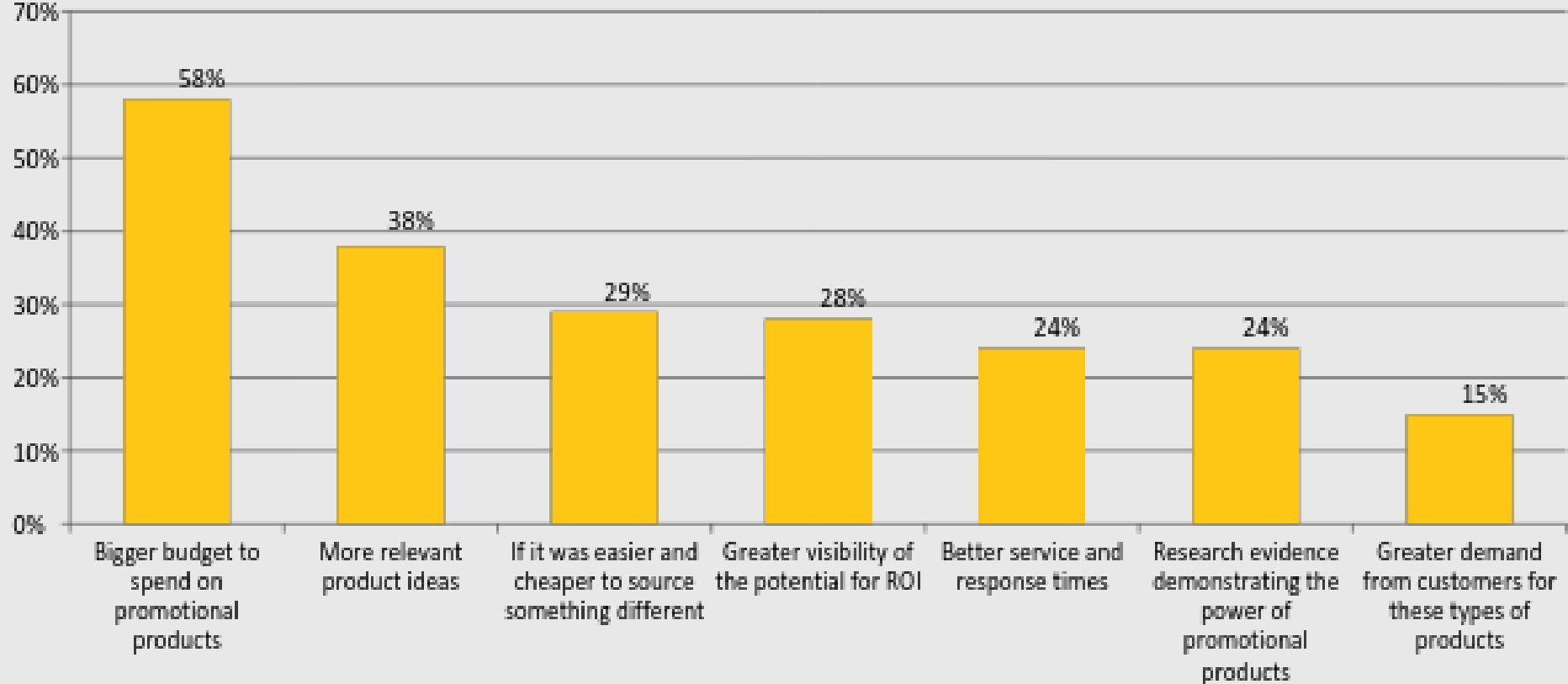
£2.51-£5.00 = 29%

£5.01-£10.00 = 11%

£10.01-£50.00 = 2%

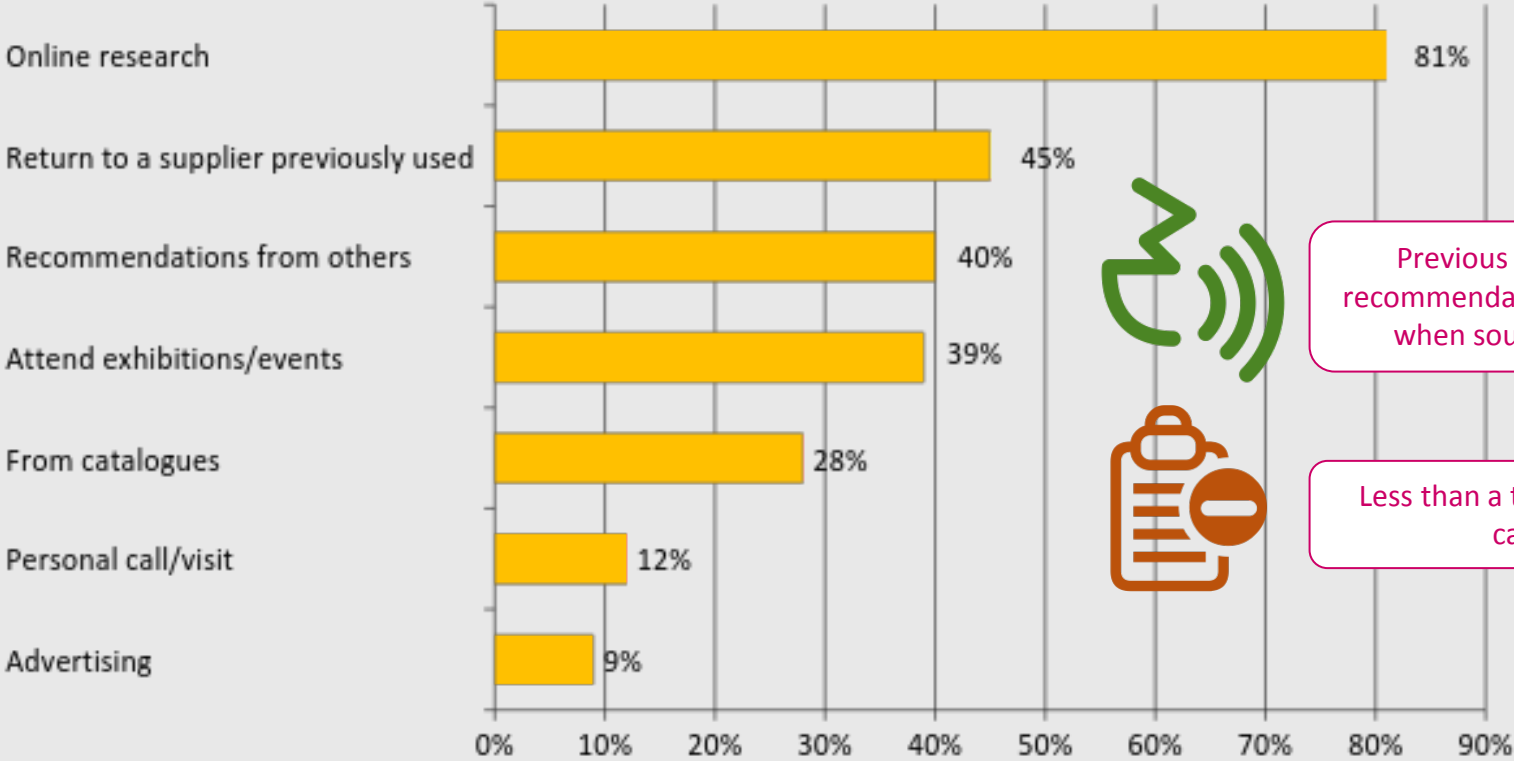
What would encourage you to buy more?

Marketers would spend more on promotional products if they had the budget available; highlighting the value they see in them



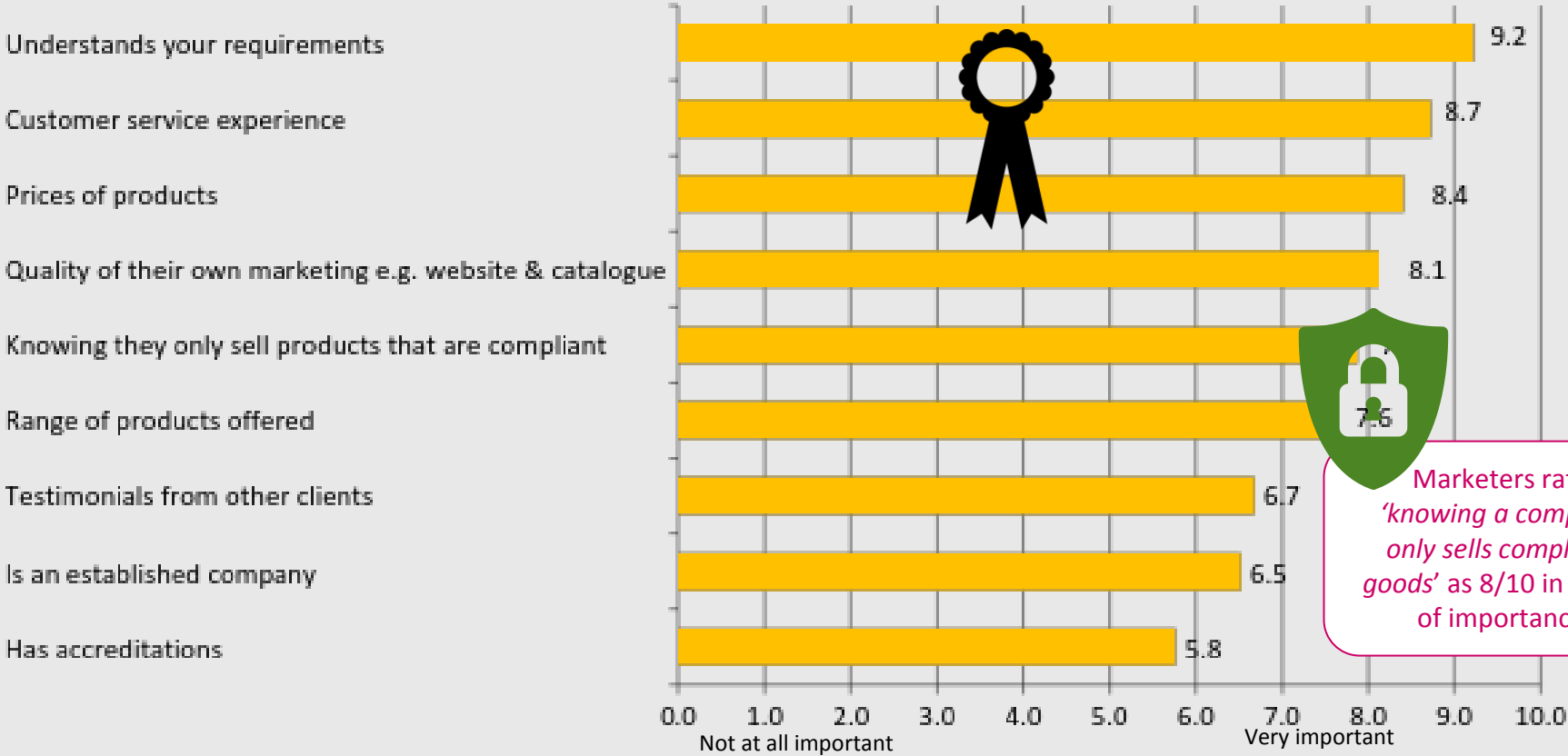
How do you source a supplier?

The internet is often the first point of call when sourcing a supplier



What's important when choosing a supplier?

Price is important when choosing a supplier, but the quality of the service is more so



Marketers rate 'knowing a company only sells compliant goods' as 8/10 in terms of importance

What is compliance?



Industry accreditation/certification
26%

Safe to use
23%

Fit for purpose/robust
13%

Good quality materials
11%

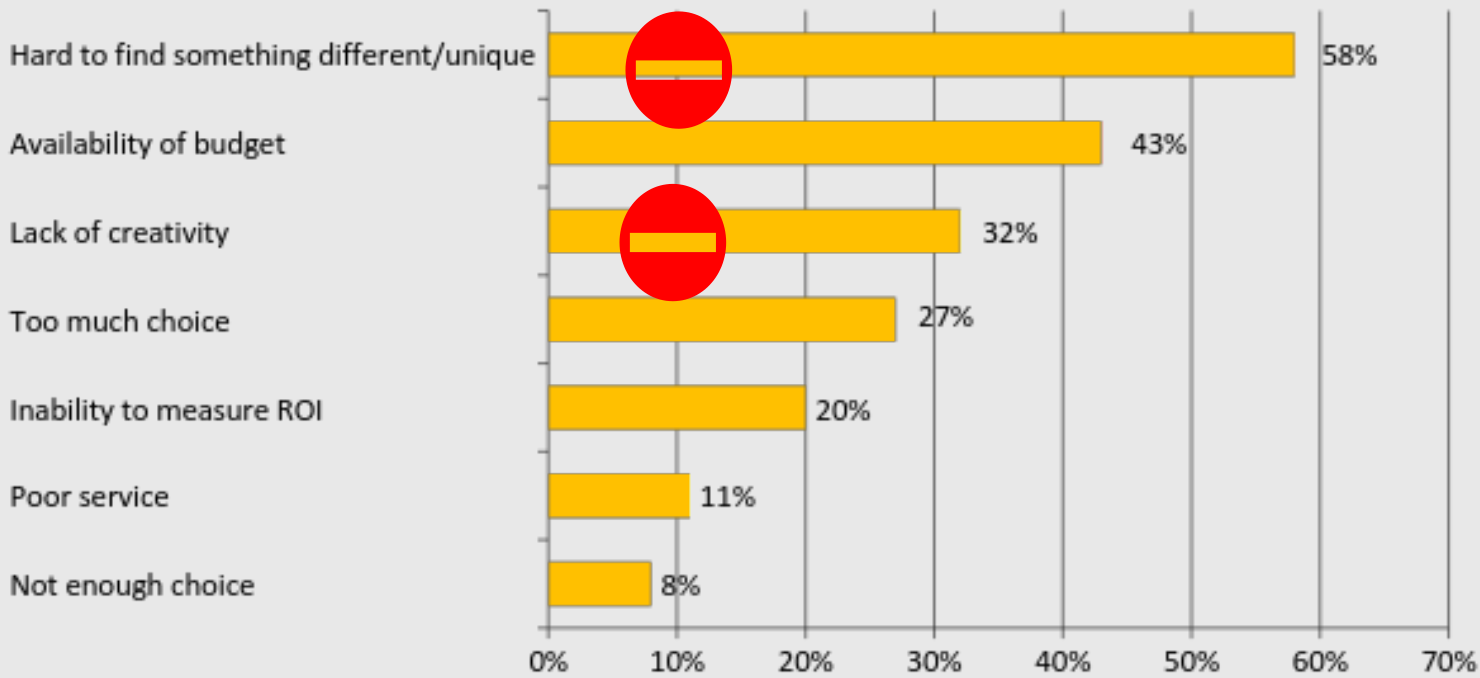
Meets legal requirement/regulations
5%



Marketers state compliance is important, however there is little understanding about what compliance is

What are the key challenges when buying?

Creativity is a key challenge faced by marketers when buying promotional goods



The best promotional gifts received

The best gifts are considered useful in everyday life... or edible!

"Minion USB stick."

"USB stick and mug. Usability and branding on-desk from a business point of view."

"Video presentation – innovative."

"A retractable phone charger, because it's useful."

"Desktop fan in the summer! Perfect."

"Inflatable dinosaur."

"Chocolate. Can't go wrong with it."

"Travel adapter. Versatile and opportunity for great branding."

"USB stick bracelet - unique when received."

"Promotional marshmallows printed with our products - personal touch to you."

"Thermos mug."

"Something really creative was a phone stand. Was different and not like a typical one you get."