

GLOBAL AD IMPRESSIONS STUDY

2020 EDITION

Demonstrating the value and effectiveness of promotional products to consumers

A PDF of this report (plus end-buyer-friendly, downloadable charts) can be found at asicentral.com/study.



Advertising
Specialty
Institute®



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INTRODUCTION

The 2020 ASI Ad Impressions study gives ASI members powerful data proving that promotional products are the most high-impact, cost-effective advertising medium around for their clients. The findings in this study are based on tens of thousands of in-person and online surveys taken by consumers in the U.S. and Canada.

Data collected pre-COVID-19, except for mask data which was collected in mid-August.

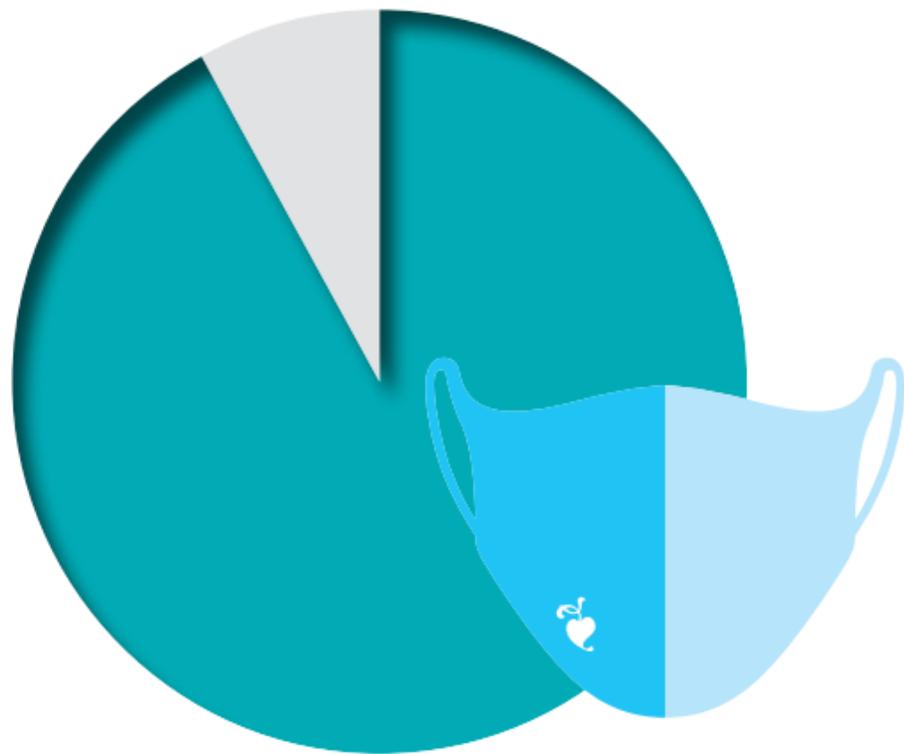


63%

of consumers wear
masks all of the time
when in public

80% of consumers wear **masks** all or most of the time when in public





92%

of consumers report that they wear a **mask** in public at least some of the time

52%

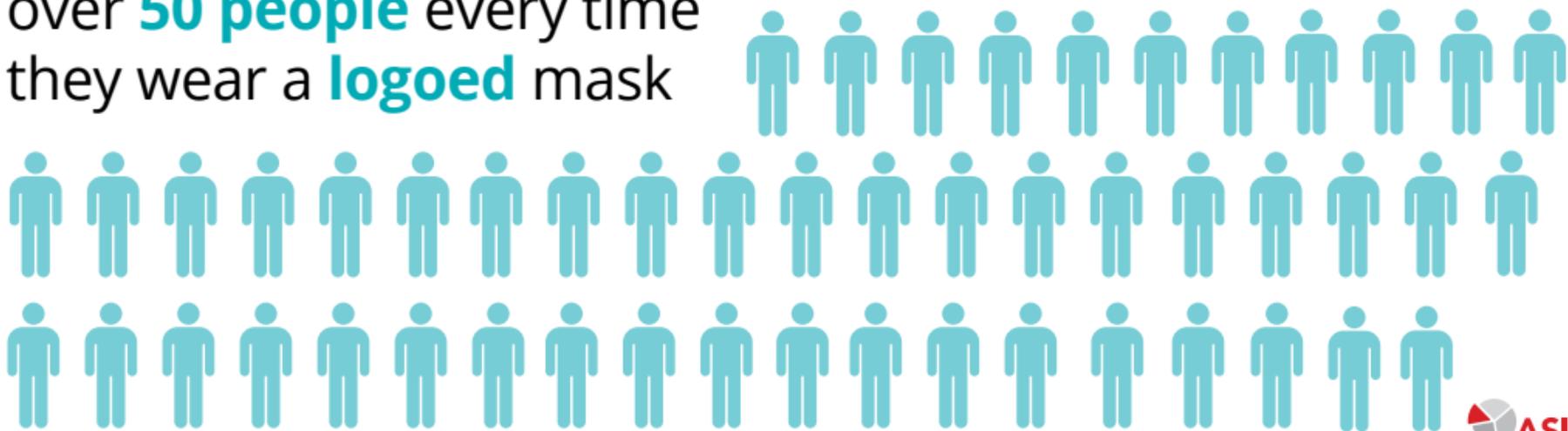
of consumers would
keep a **logoed mask**
more than



MONTHS



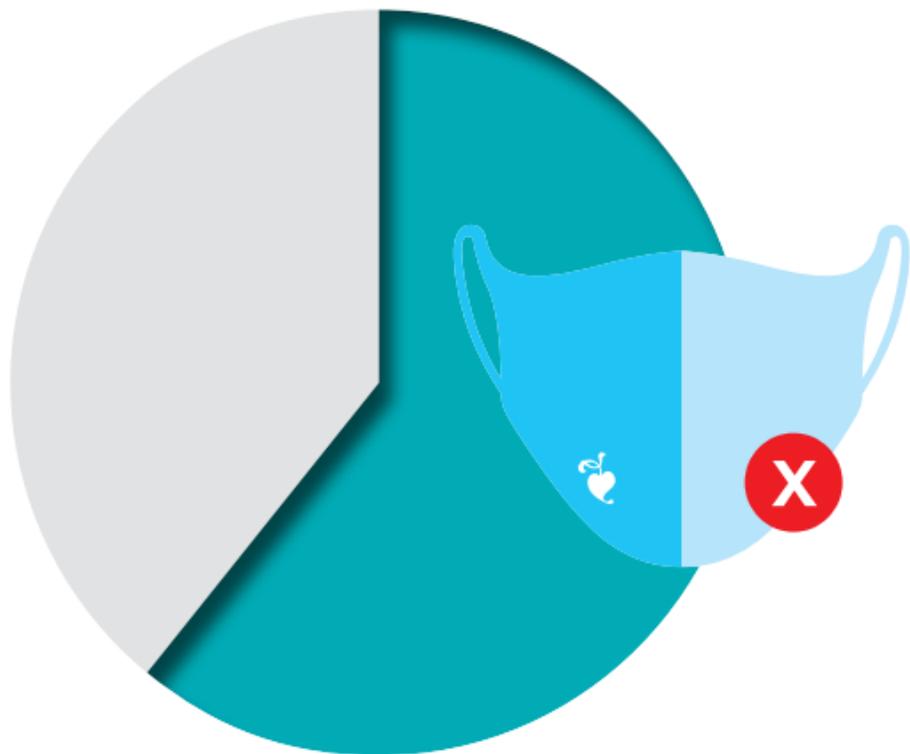
31% of consumers come in contact with
over **50 people** every time
they wear a **logoed** mask





39%

of consumers report
they currently own a
logoed mask



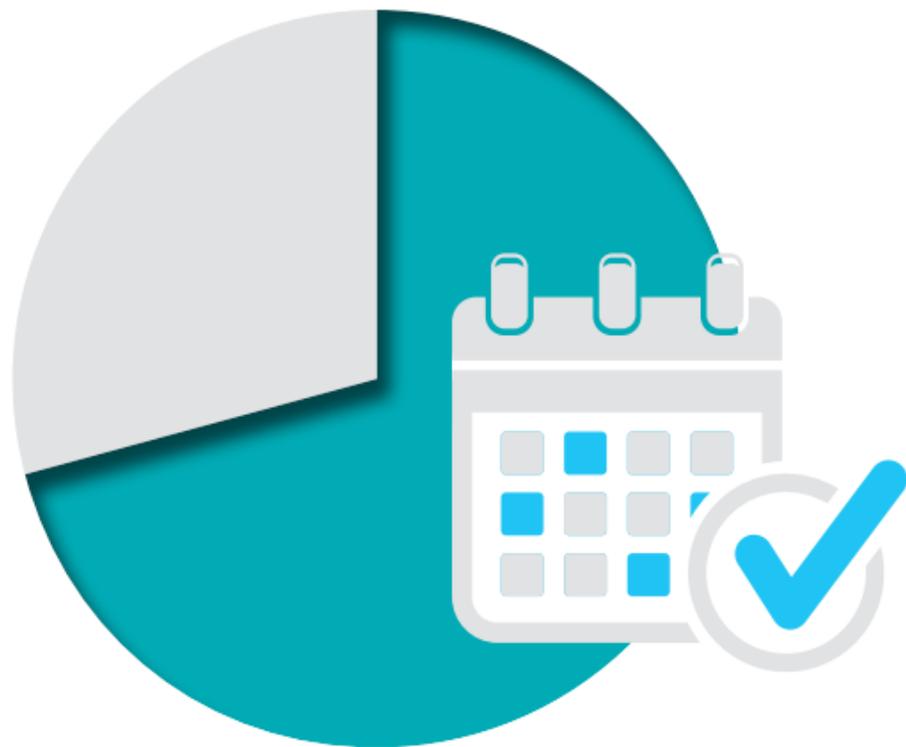
61%

of consumers report they **don't yet own a logoed mask**



34%

of consumers report they would use their **logoed mask** on a **daily basis**



71%

of consumers would use their **logoed mask** on a **weekly basis** or more often

51%

of consumers would have a more **favorable opinion** of an advertiser who gave them a **logoed mask**





56%

of women would have a more **favorable opinion** of an advertiser who gave them a **logoed mask**

45%

of men would have
a more **favorable
opinion** of an
advertiser who gave
them a **logoed mask**



Percent of consumers who would have a more **favorable opinion** of an advertiser who gave them a **logoed mask**



18-34

52%



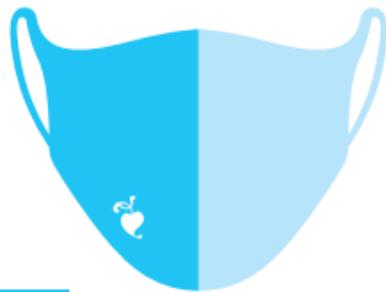
35-54

61%



55+

42%





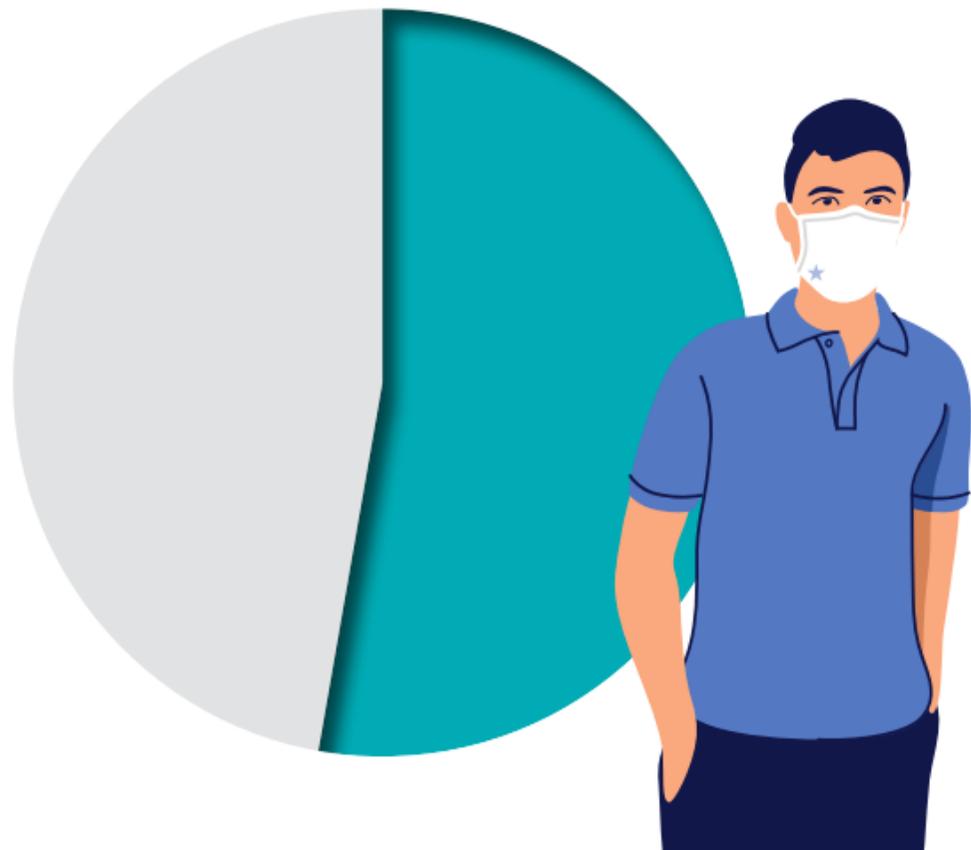
57%

of consumers would be **more likely to do business** with the advertiser who gave them a **promo mask**



61%

of women would be **more likely to do business** with the advertiser who gave them a **promo mask**



53%

of men would be **more likely to do business** with the advertiser who gave them a **promo mask**

Percent of consumers **more likely to do business** with the advertiser who gave them a **promo mask**



18-34

51%



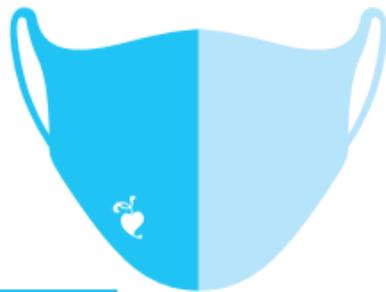
35-54

65%



55+

54%





52%

of consumers would **give a promo mask away** if they didn't want it with another **31%** **holding on to it for later**

4,235

Number of **impressions**
per promo mask over its
anticipated lifetime



An **imprinted mask** that costs **\$5** will have a CPI of just over

1/10
of a cent



40%

of consumers who own **promo products** report that they have **kept some for more than**

A large, stylized number '10' is displayed. The '1' is formed by two dark grey rounded rectangles, one above the other. The '0' is formed by two dark grey rounded rectangles, one above the other, with a white '0' shape cut out of the center. The overall style is modern and blocky.

YEARS

57%

of consumers who own **promo products** report that they have **kept some for more than**



YEARS

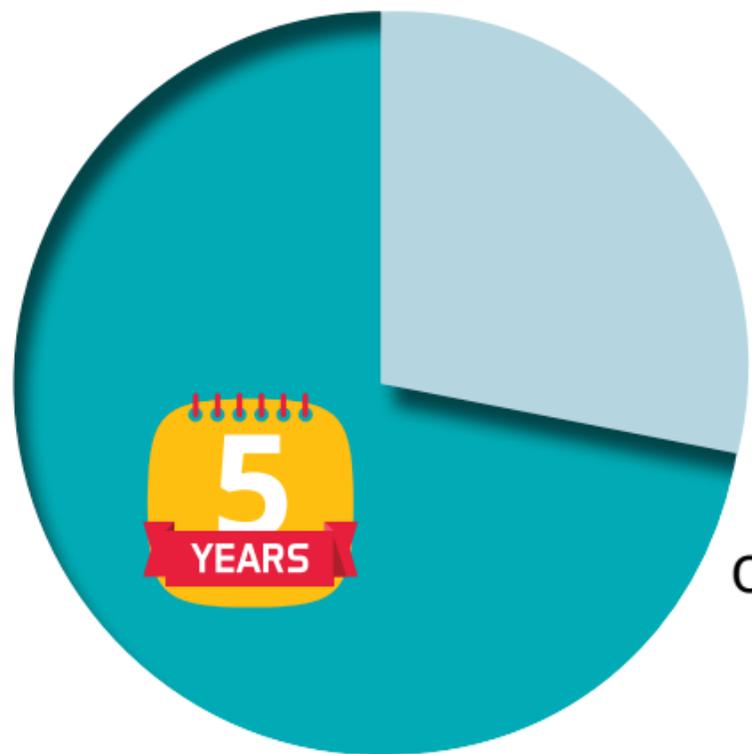


45%

of **Baby Boomers** who own **promo products** have **kept some for more than 10 years**

UNITED STATES

LONGEVITY



Nearly **two-thirds**
(65%) of **Baby Boomers** who own **promo products** have **kept some for more than 5 years**

UNITED STATES

LONGEVITY



More than

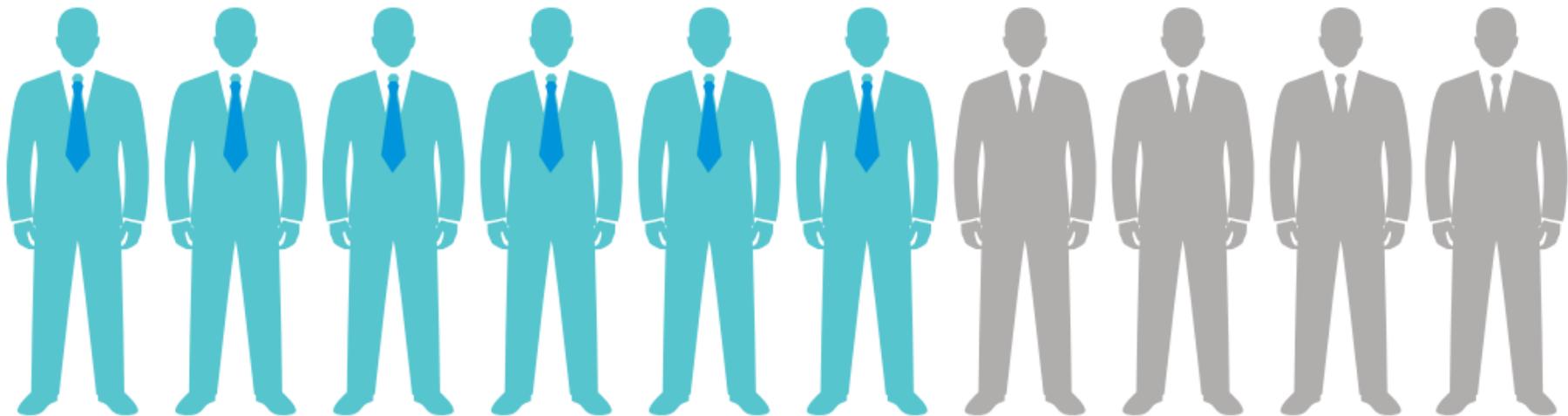
half

(51%) of Millennials who own promo products have kept some for more than 5 years

UNITED STATES

LONGEVITY

Six in 10 men who own
promo products have kept some for more than 5 years





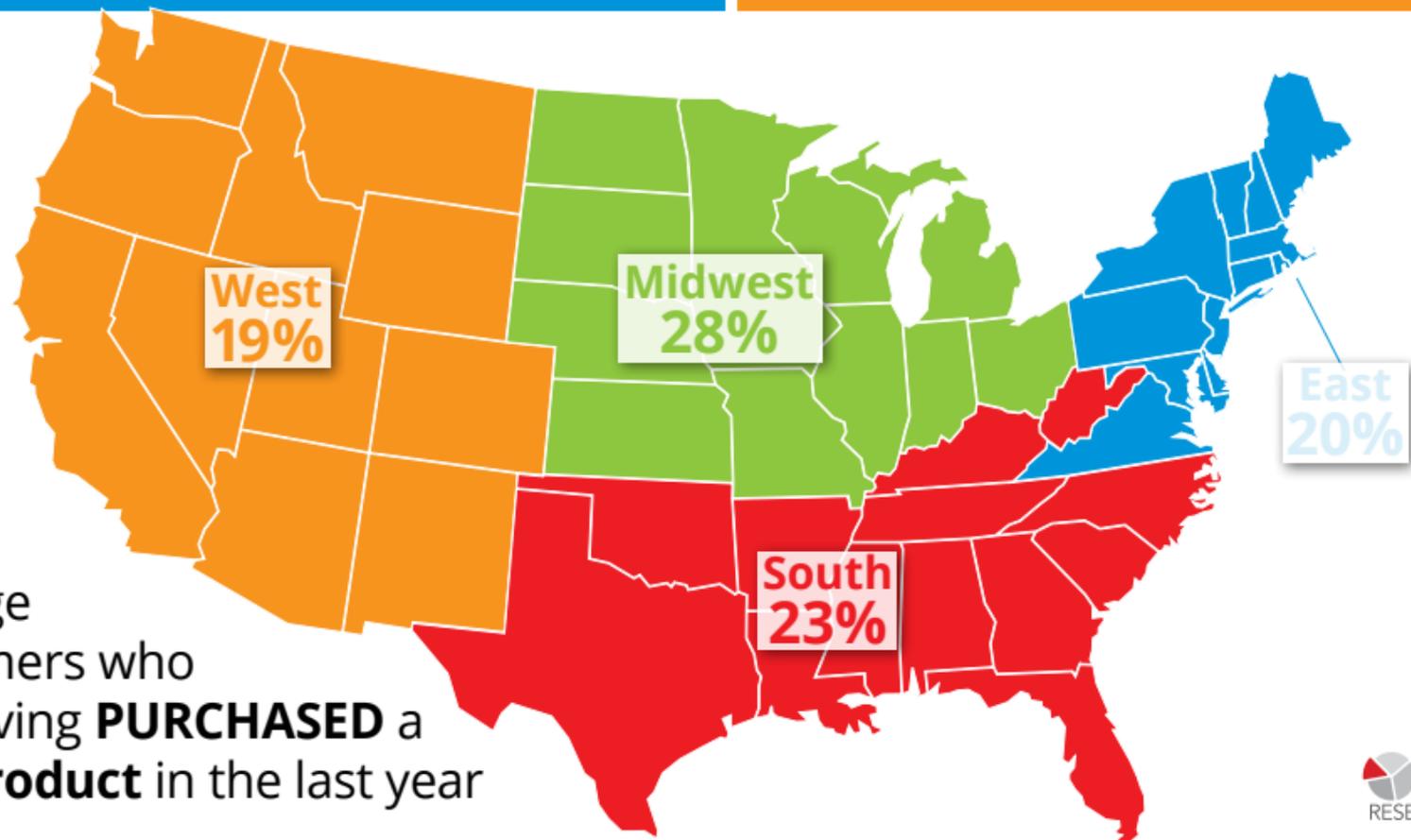
Nearly

one-quarter

(23%) of consumers reported that they **PURCHASED** a **promotional product** in the last year

UNITED STATES

BEHAVIORS



Percentage of consumers who report having **PURCHASED** a **promo product** in the last year

Nearly
a third (31%)
of **women** report they
purchased more
environmentally friendly
products in 2019 than they
did in 2018



Percent of consumers who purchased **more environmentally products** in **2019** than 2018



18-34

23%



35-54

27%



55+



31%

UNITED STATES

ENVIRONMENTALLY FRIENDLY



46%

of consumers have a more **favorable opinion** of an advertiser if the **promo product** they received was **environmentally friendly**

Percent who have a more **favorable opinion** of the advertiser if the **promo product** they received was **environmentally friendly**



UNITED STATES

ENVIRONMENTALLY FRIENDLY

Percent who have a more **favorable opinion** of the advertiser if the **promo product** they received was **environmentally friendly**



18-34

45%



35-54

40%



55+

53%



UNITED STATES

ENVIRONMENTALLY FRIENDLY

Percent who have a more **favorable opinion** of the advertiser if the **promo product** they received was **environmentally friendly**

46%



EAST



44%

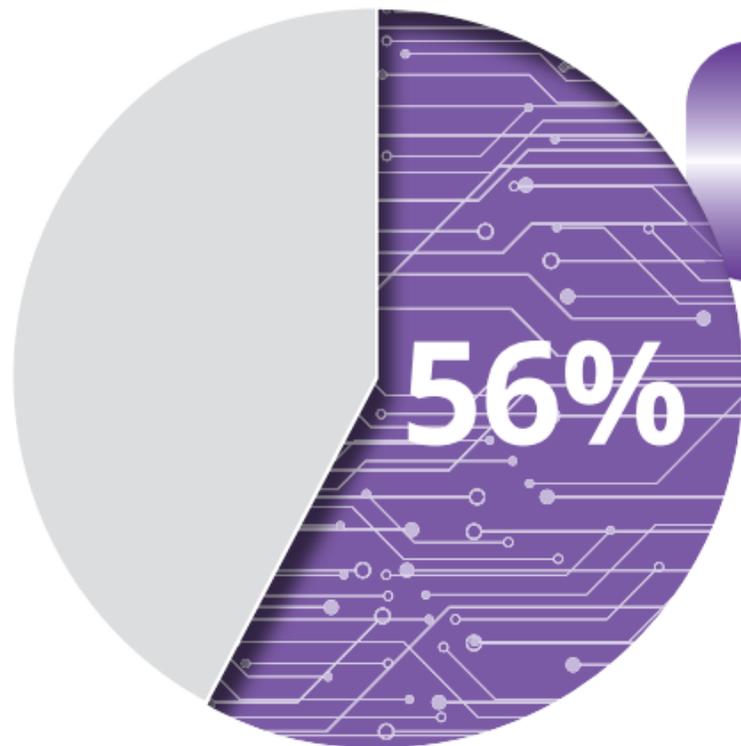


SOUTH

46%

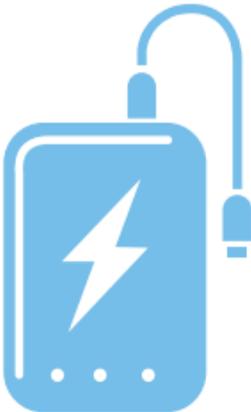


WEST

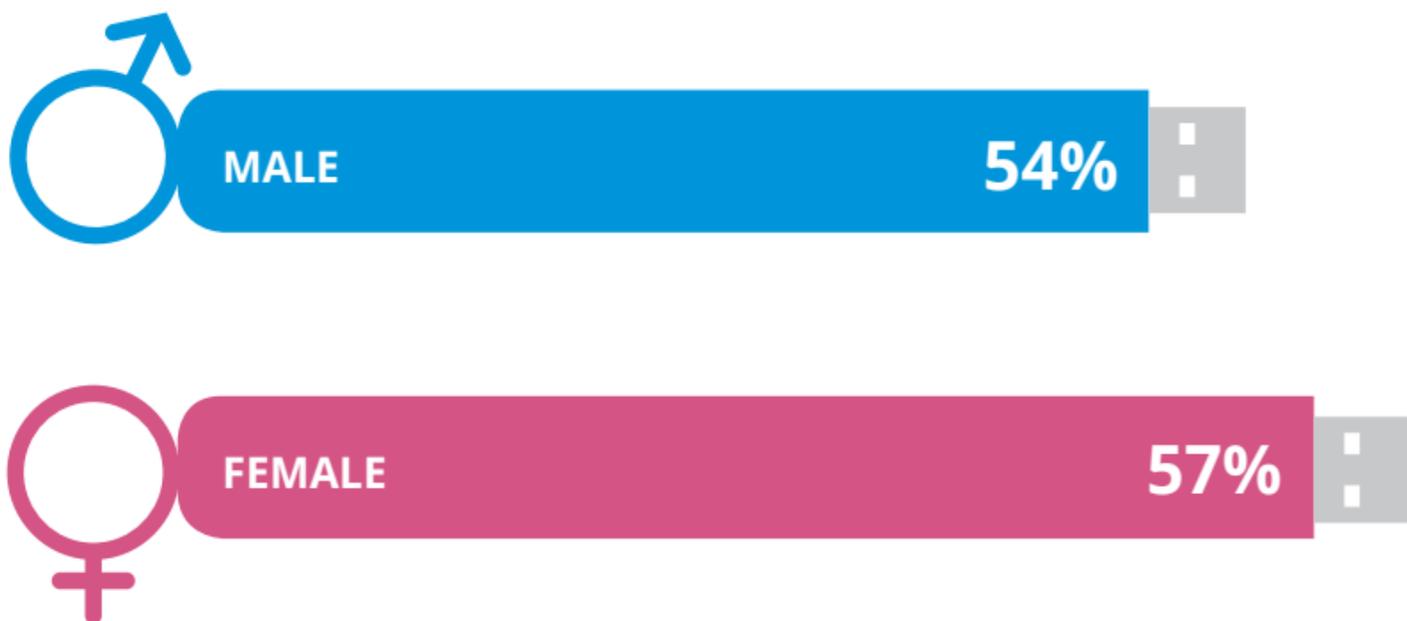


USB

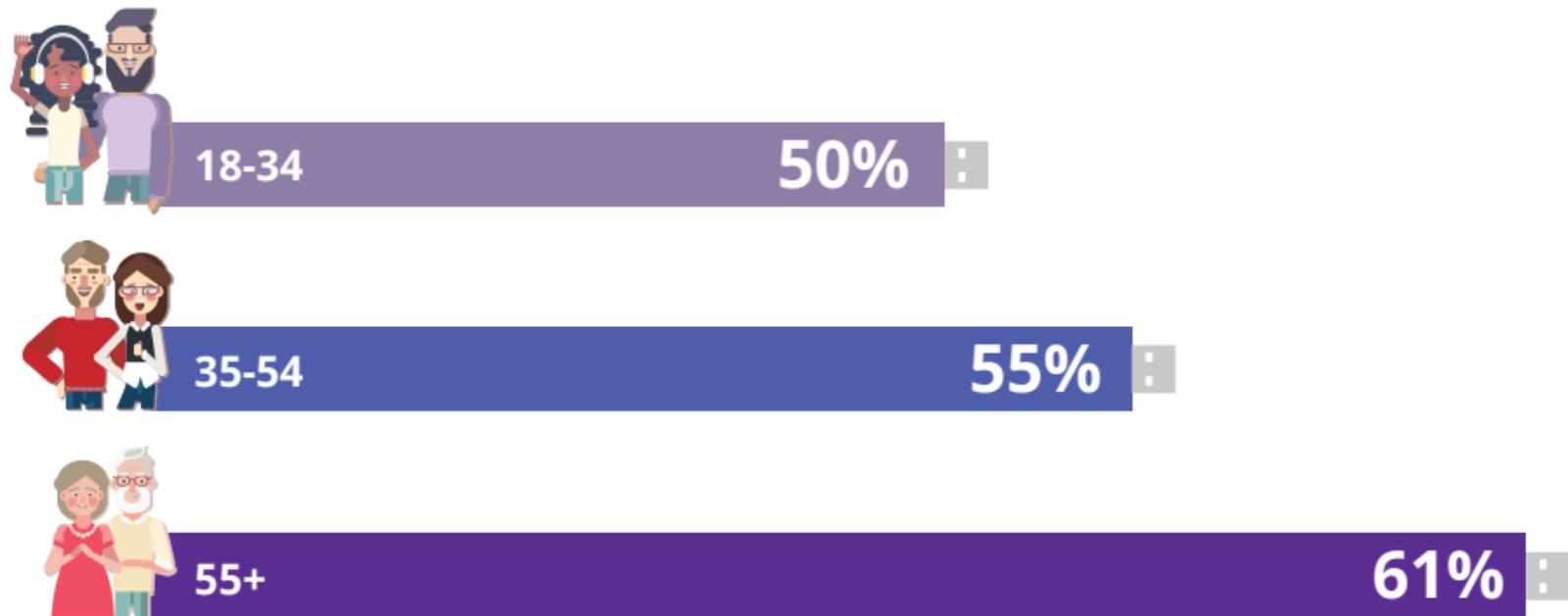
Don't count them out – In 2019, **56%** of consumers would choose a **USB drive** over a **power bank**



Percent of consumers who would choose a **USB drive** over a **power bank**



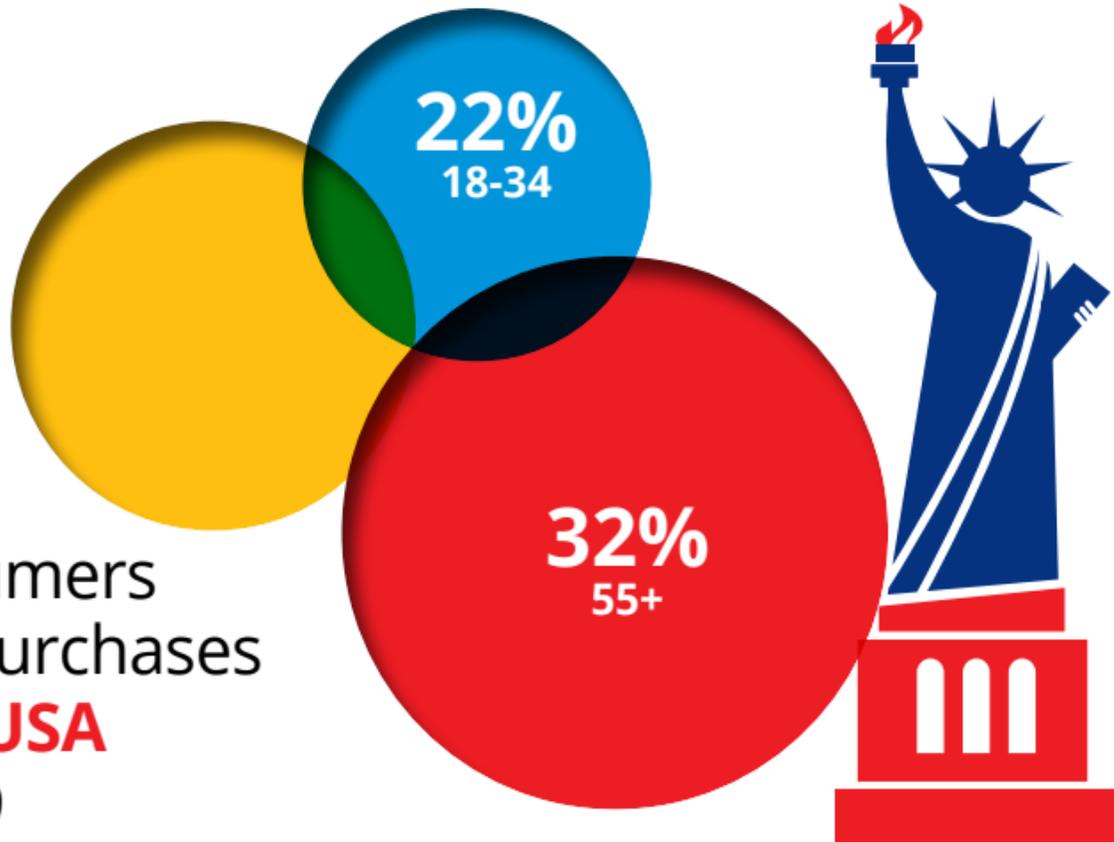
Percent of consumers who would choose a **USB drive** over a **power bank**



UNITED STATES

MADE IN THE USA

Percent of consumers
who increased purchases
of **Made in the USA**
products in 2019



UNITED STATES

MADE IN THE USA



27%

of consumers
purchased more
Made in the USA
products in 2019
than 2018

UNITED STATES

MADE IN THE USA



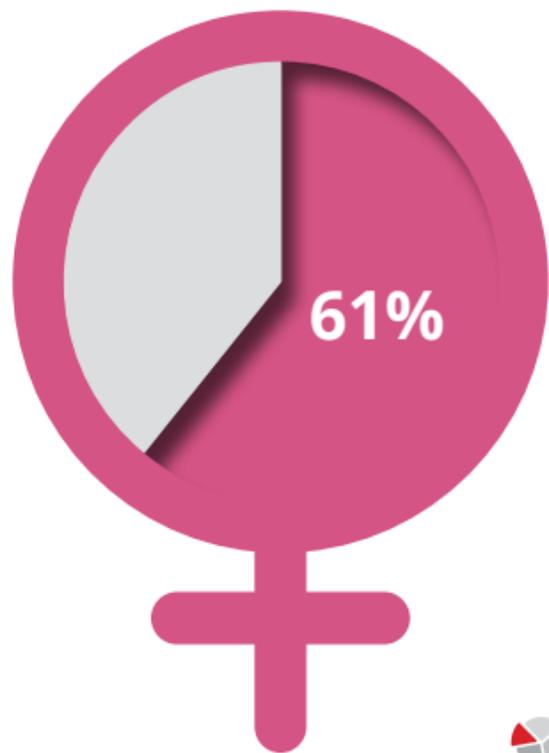
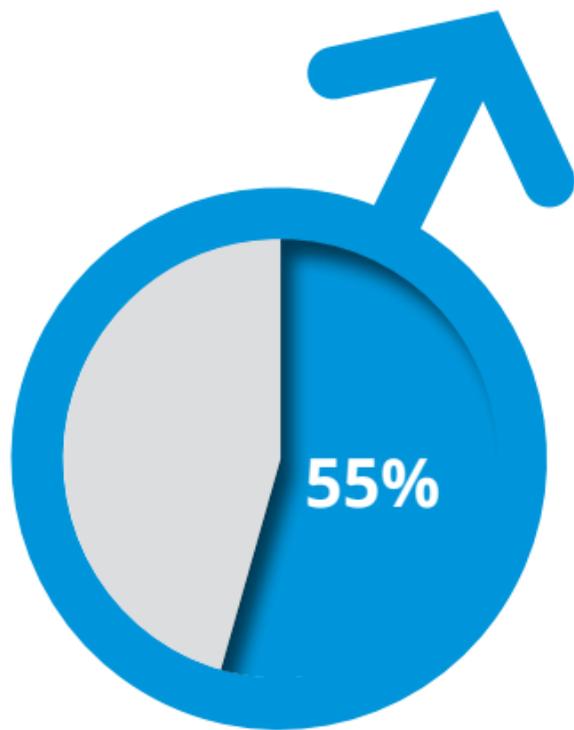
57%

of consumers have a **more favorable opinion** of an advertiser if the **promotional product** was **Made in the USA**

UNITED STATES

MADE IN THE USA

Women are the most favorable to advertisers if the **promo product** was **Made in the USA**



UNITED STATES

MADE IN THE USA

Baby Boomers are most favorable to advertisers if the **promo product** was **Made in the USA**



18-34

45%



35-54

59%



55+

70%



UNITED STATES

MADE IN THE USA

Southern consumers are most favorable to advertisers if the **promo product** was **Made in the USA**



89%
of consumers own
**promotional writing
instruments**



3,000

Number of **impressions**
promotional writing
instruments generate
throughout their lifetime



Promotional
writing instruments
are kept an
average of



MONTHS

A **logoed pen** that costs **\$1** will have a CPI of less than

1/10
of a cent





73%
of consumers own
promotional bags

3,300

Number of **impressions**
promotional bags
generate throughout
their lifetime



Promotional
bags are
kept an
average of



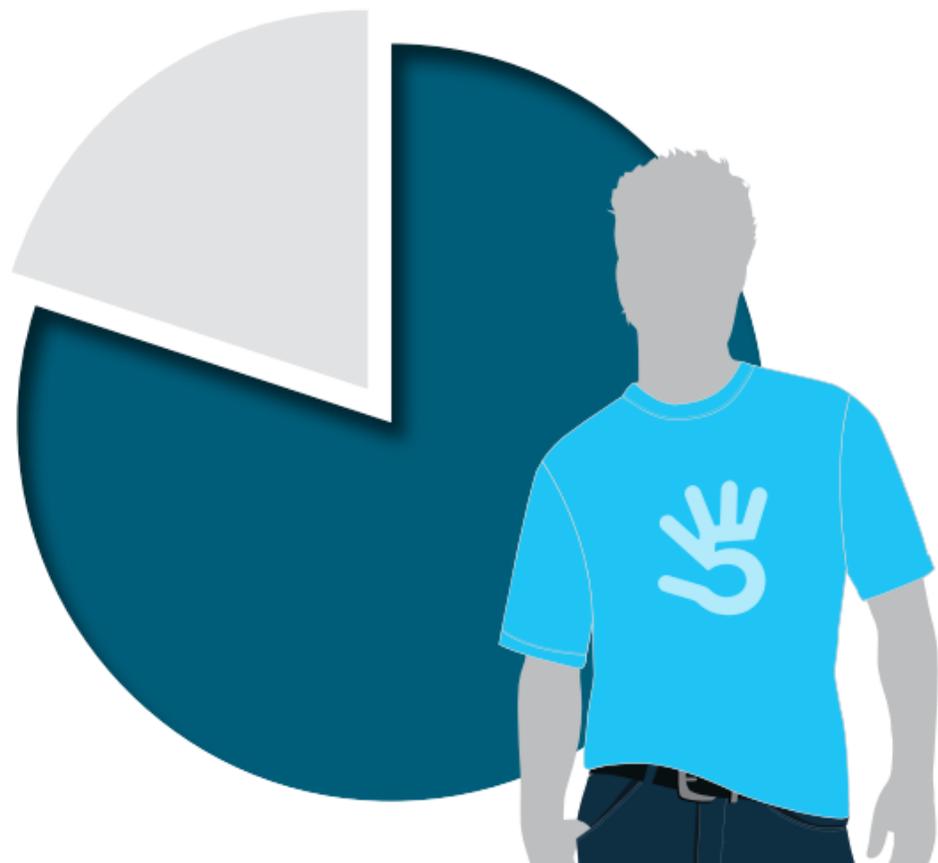
MONTHS



A **logoed bag** that costs **\$5**
will have a CPI of under

2/10
of a cent





80%
of consumers own
promotional T-shirts

3,400

Number of **impressions**
promotional T-shirts
generate throughout
their lifetime



A **logoed T-shirt** that costs
\$7 will have a CPI of only

2/10
of a cent



Promotional
T-shirts are
kept an
average of

14



MONTHS



69%
of consumers own
promotional headwear

3,400

Number of **impressions**
promotional headwear
generates throughout
their lifetime



Promotional
headwear is
kept an
average of

10
10

MONTHS



A **logoed hat** that costs **\$10**
will have a CPI of only

3/10
of a cent





62%
of consumers own
promotional calendars

850

Number of **impressions**
promotional calendars
generate over their
lifetime



52%
of promotional
calendars are kept

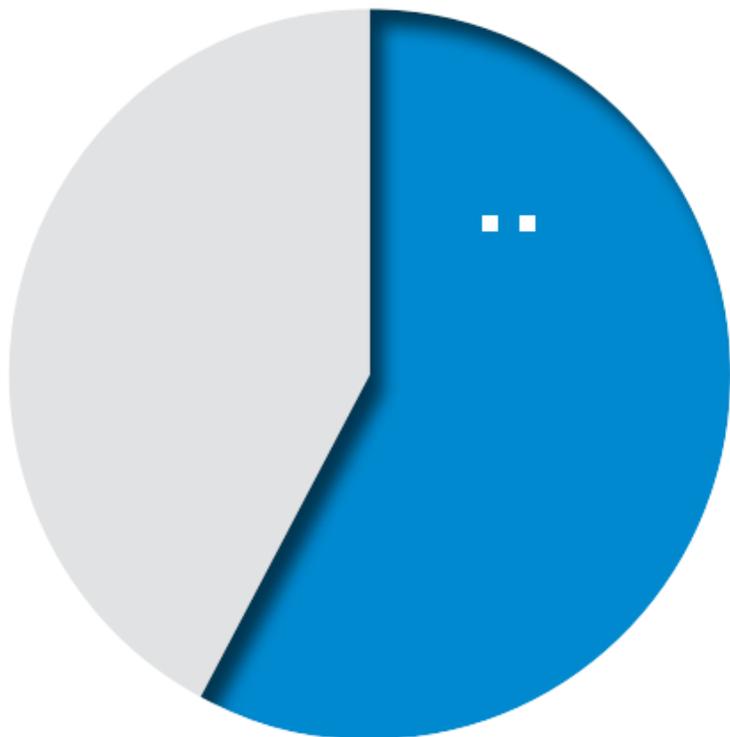


**YEAR
OR
MORE**

A **promo calendar** that costs
\$3 will have a CPI of only

3/10
of a cent





58%
of consumers own
promotional USBs

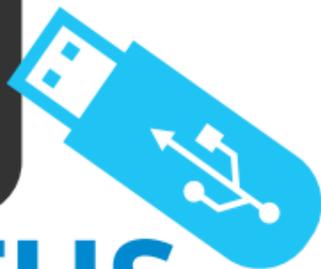
Promotional USBs
generate
700
impressions over
their lifetime



On average,
promo USBs
are kept

1 3
1 3

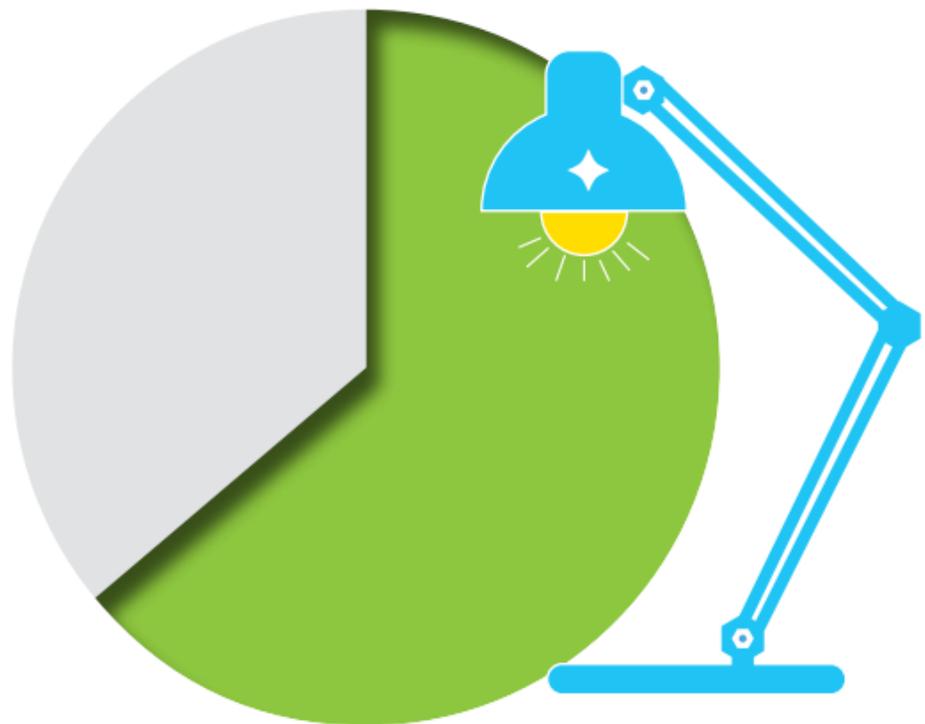
MONTHS



A **promo USB** that costs **\$5**
will have a CPI of only

7/10
of a cent





64%
of consumers own
**promotional desk
accessories**

1,450

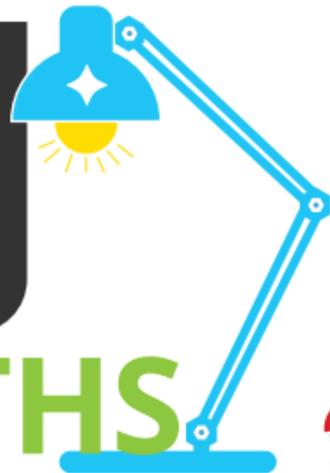
Number of **impressions**
promotional desk
accessories generate
over their lifetime



On average,
promo desk
accessories
are kept an
average of

13
13

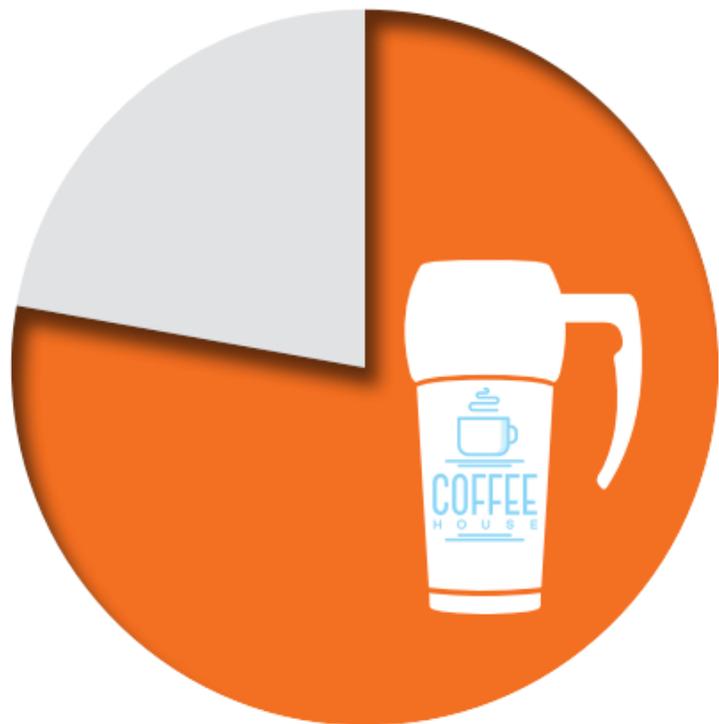
MONTHS



A **promo desk accessory**
that costs **\$5** will have a CPI of

3/10
of a cent





78%

of consumers own
promotional drinkware

1,400

Number of **impressions**
promotional drinkware
generates throughout
its lifetime



Promo
drinkware
is kept an
average of

12
12

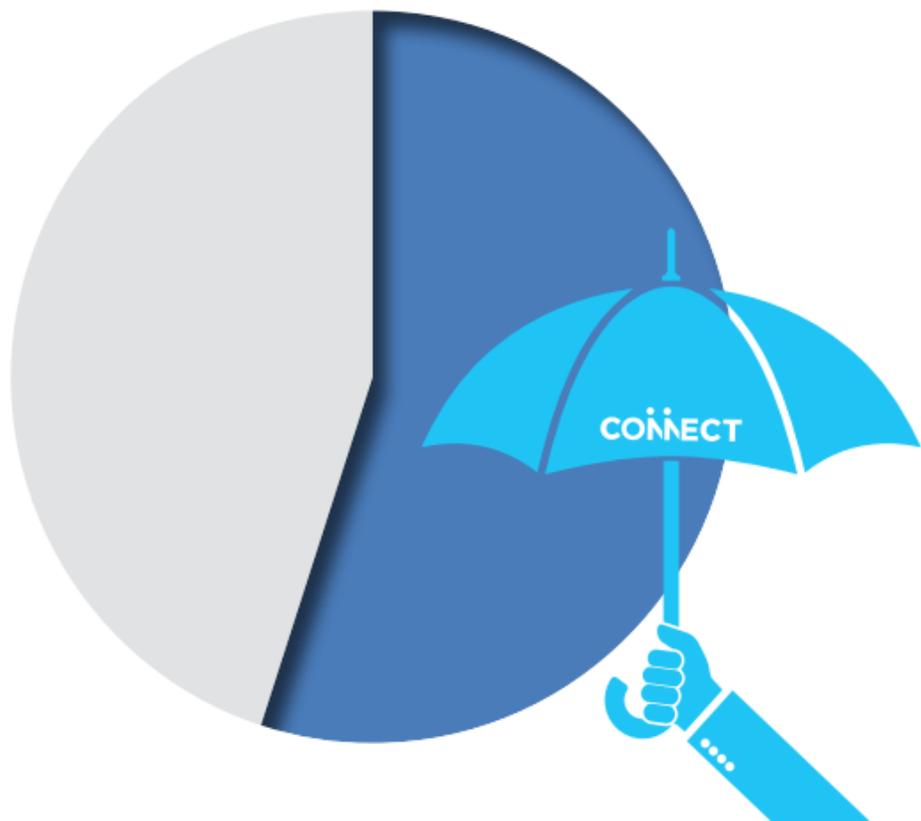
MONTHS



Promo drinkware that costs
\$7 will have a CPI of under

1/2
of a cent





45%
of consumers
own **promotional**
umbrellas

1,100

Number of **impressions**
promotional umbrellas
will generate over
their lifetime



Promotional
umbrellas
are kept an
average of

14

MONTHS



Promo umbrellas that cost **\$10** will have a CPI of under

1 cent

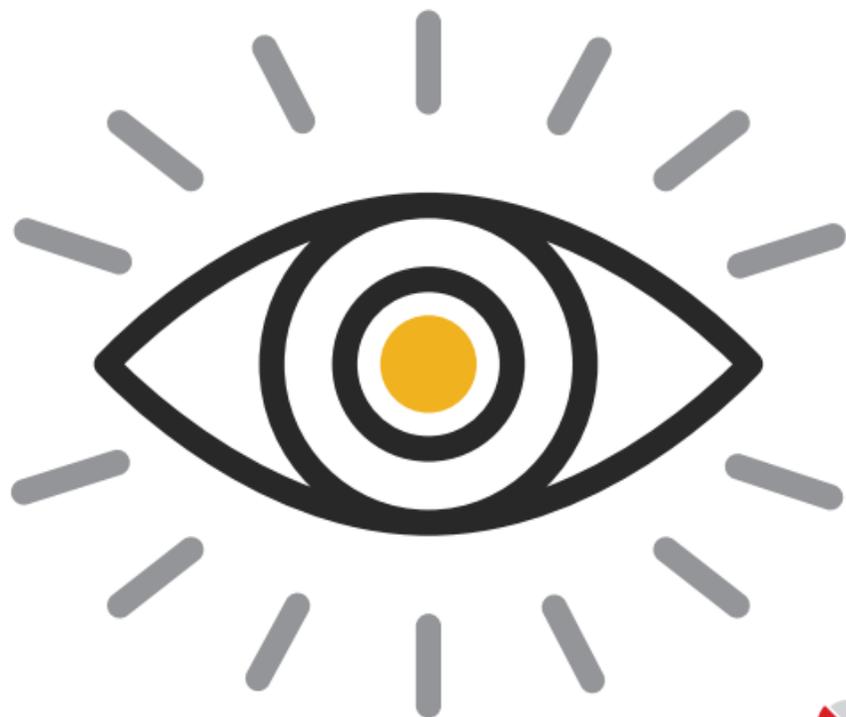




67%
of consumers own
promotional
outerwear

6,100

Number of **impressions**
promotional outerwear
will generate over
their lifetime



Promo
outerwear
is kept an
average of

16

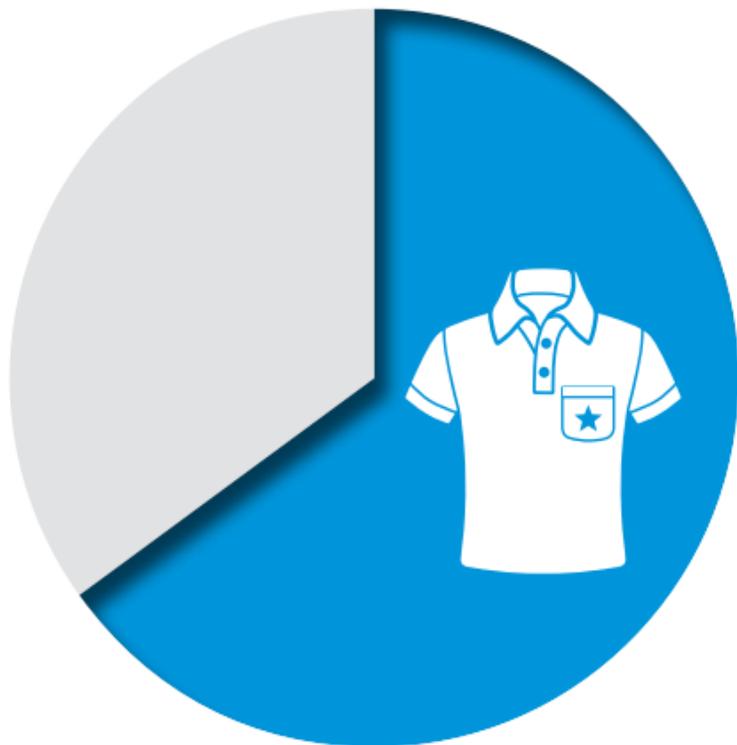
MONTHS



A **promo jacket** that costs
\$20 will have a CPI of only

3/10
of a cent





65%
of consumers own
**promotional
polo shirts**

2,300

Number of **impressions**
promotional polos
will generate over their
lifetime



Promotional
polos are
kept an
average of

13
13

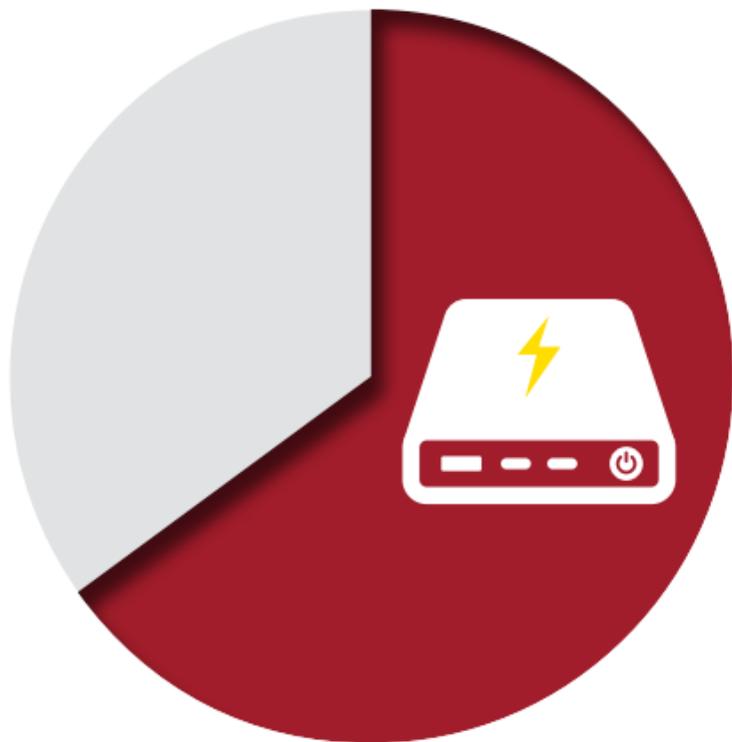
MONTHS



A **promo polo** that costs **\$10** will have a CPI of only

4/10
of a cent





33%
of consumers own
**promotional
power banks**

900

Number of **impressions**
promotional power
banks will generate over
their lifetime



On average,
promo power
banks are
kept an
average of

1 2
1 2

MONTHS



A **promo power bank**
that costs **\$10** will have a
CPI of only

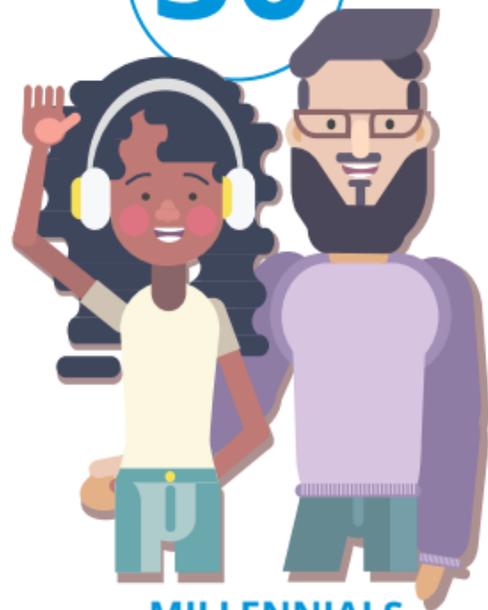
1 cent



Households own an average of 30 promo products

Number of **promo products** owned by generation

30



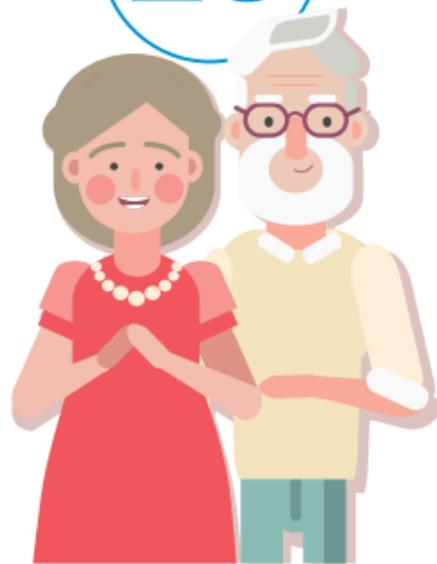
MILLENNIALS

34



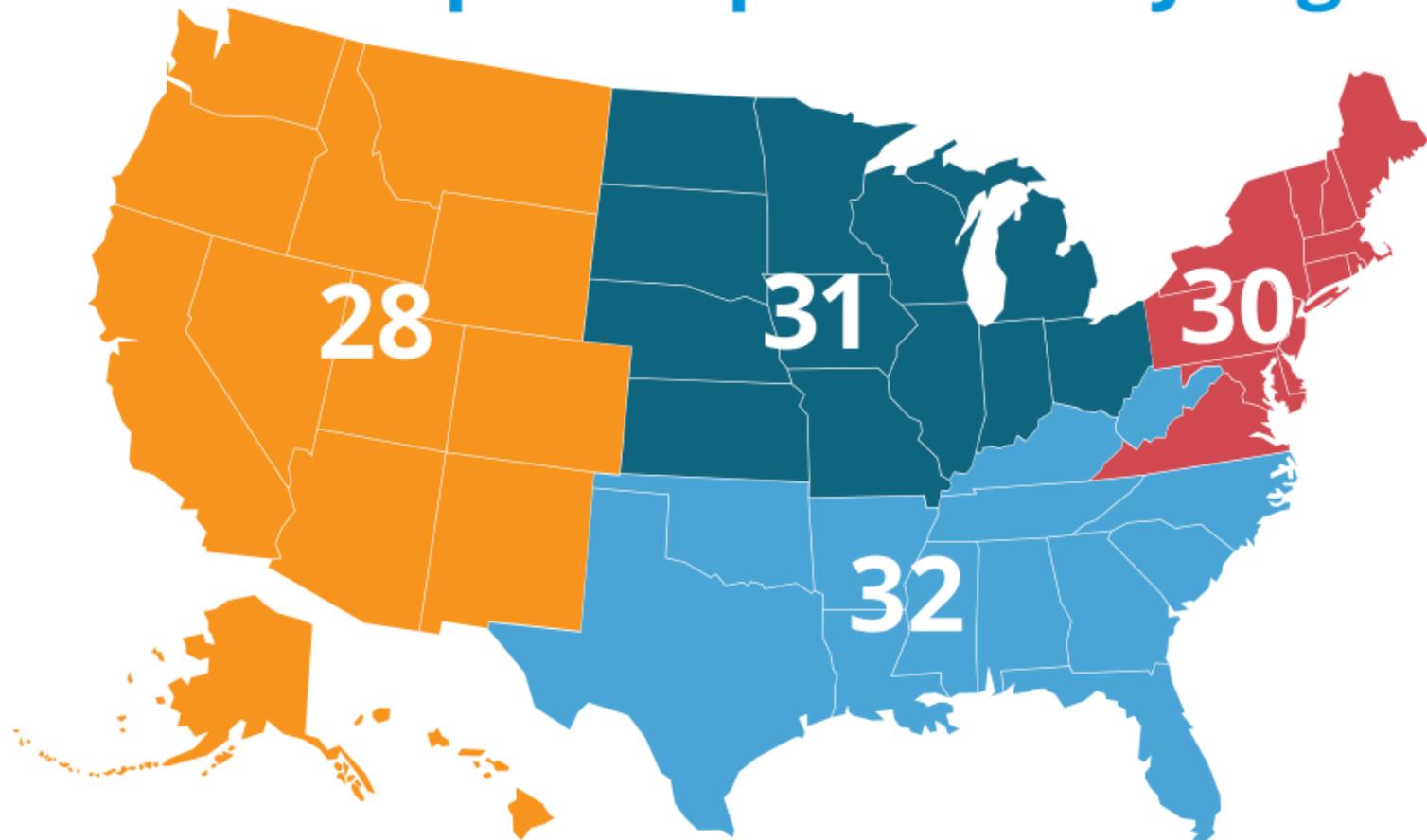
GEN X

28



BABY BOOMERS

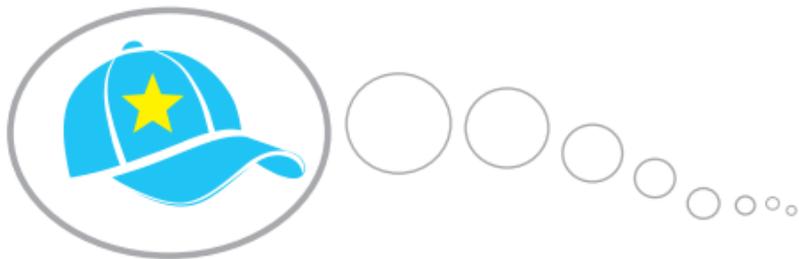
Number of promo products by region



Promotional products are the most highly regarded form of advertising

Ranking from most liked to least liked





The World Remembers

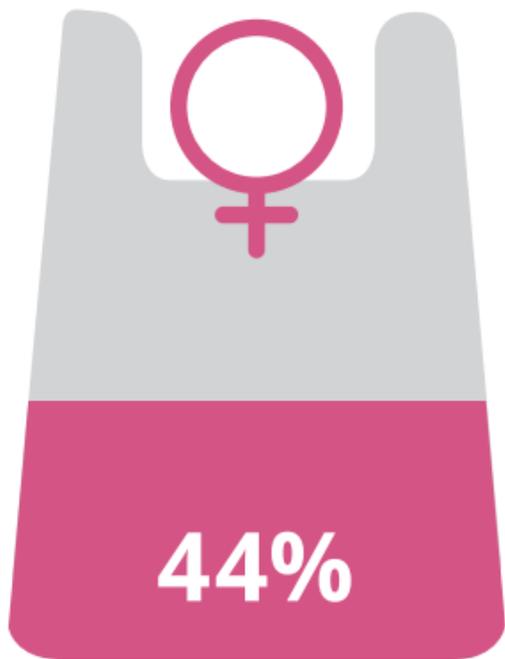
85%

of promo product recipients
remember the advertiser
worldwide

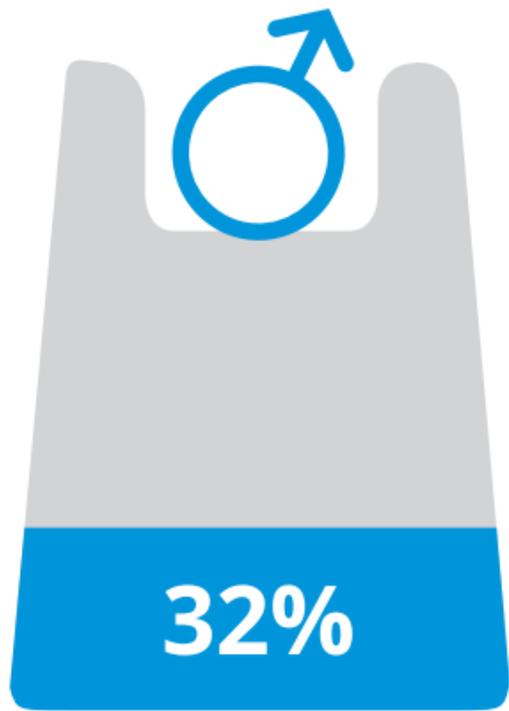
Recall is highest for apparel items, as **85%** recall the advertiser that gave them a shirt or hat



Who Most Supports Plastic Bag Bans



More **women**
are in favor
of **single-use
plastic bag
bans**



Percent of consumers who are in favor of single-use plastic bag bans



18-34

36%



35-54

44%



55+

51%

CANADA

ENVIRONMENTALLY FRIENDLY



49%

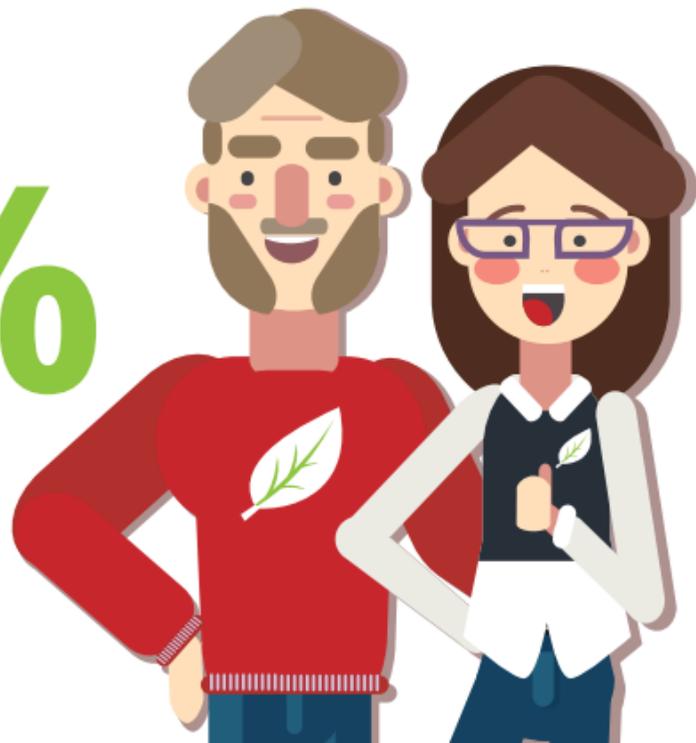
of Canadians have a more favorable opinion of an advertiser if the product they receive is environmentally friendly

CANADA

ENVIRONMENTALLY FRIENDLY

Percent of Canadians who have a more **favorable opinion** of the advertiser if the **product** they received was **environmentally friendly**

43%



59%

CANADA

ENVIRONMENTALLY FRIENDLY

Percent of Canadians who have a more **favorable opinion** of the advertiser if the **product** they received was **environmentally friendly**



18-34

42%



35-54

52%



55+

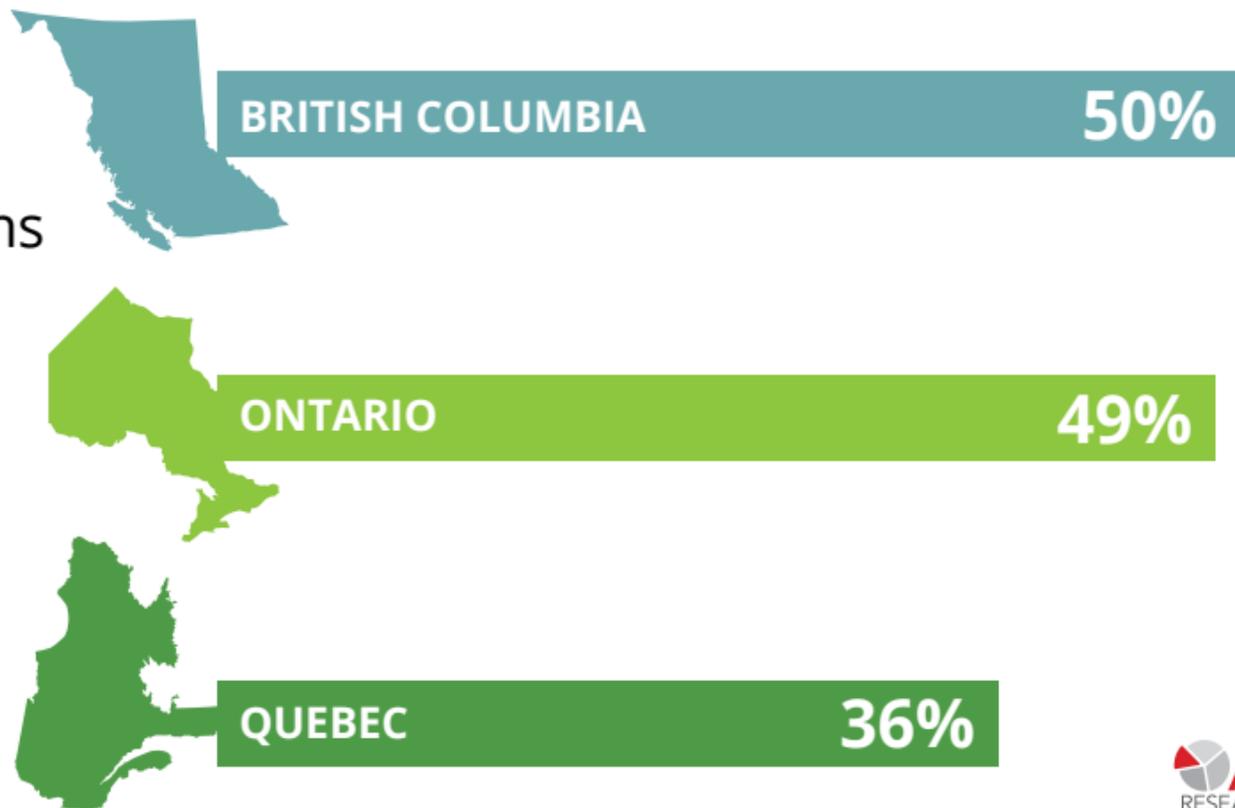
56%



CANADA

ENVIRONMENTALLY FRIENDLY

Percent of Canadians who have a more **favorable opinion** of the advertiser if the **product** they received was **environmentally friendly**





39%

of Canadians have a more **favorable opinion of an advertiser** if the product they receive is **socially responsible**

CANADA

SOCIALLY RESPONSIBLE

Percent of Canadians who have a more **favorable opinion** of the advertiser if the **product** they received was made **socially responsibly**

35%



45%

Percent of Canadians who have a more **favorable opinion** of the advertiser if the **product** they received was made **socially responsibly**



18-34

31%



35-54

43%

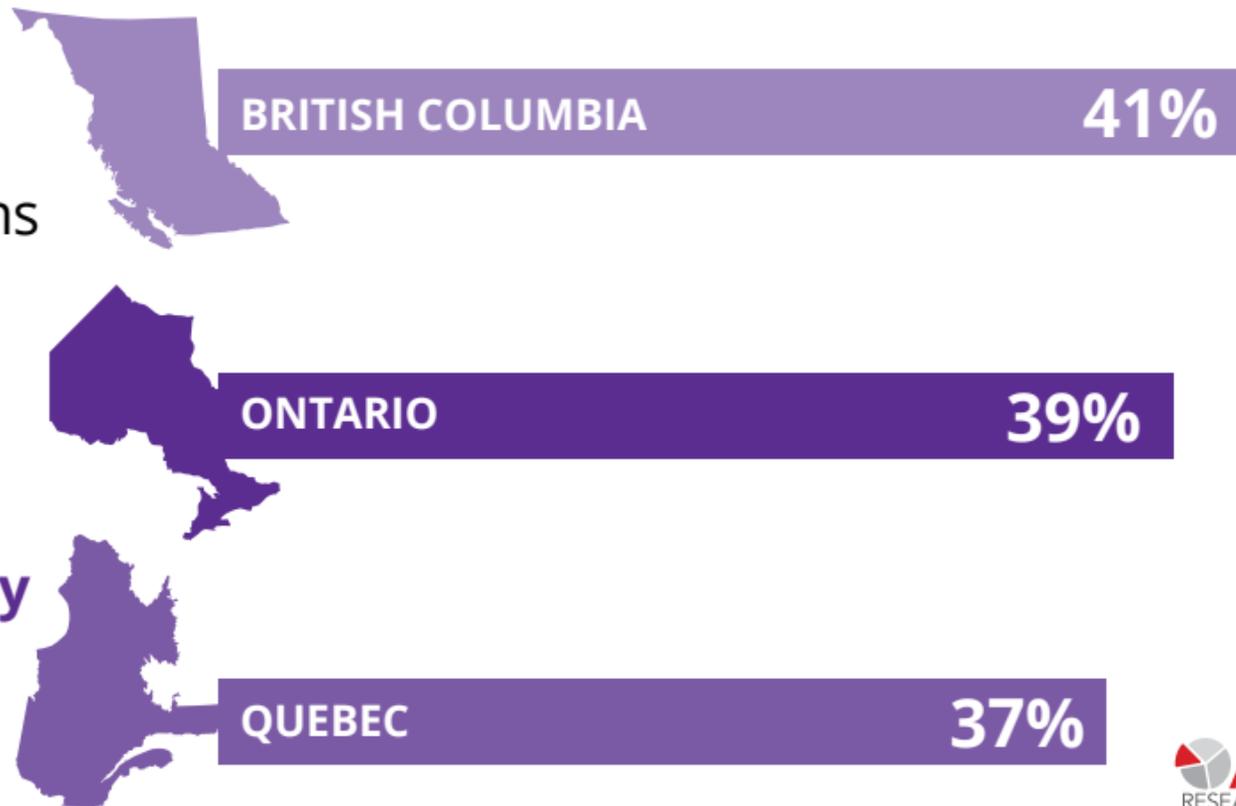


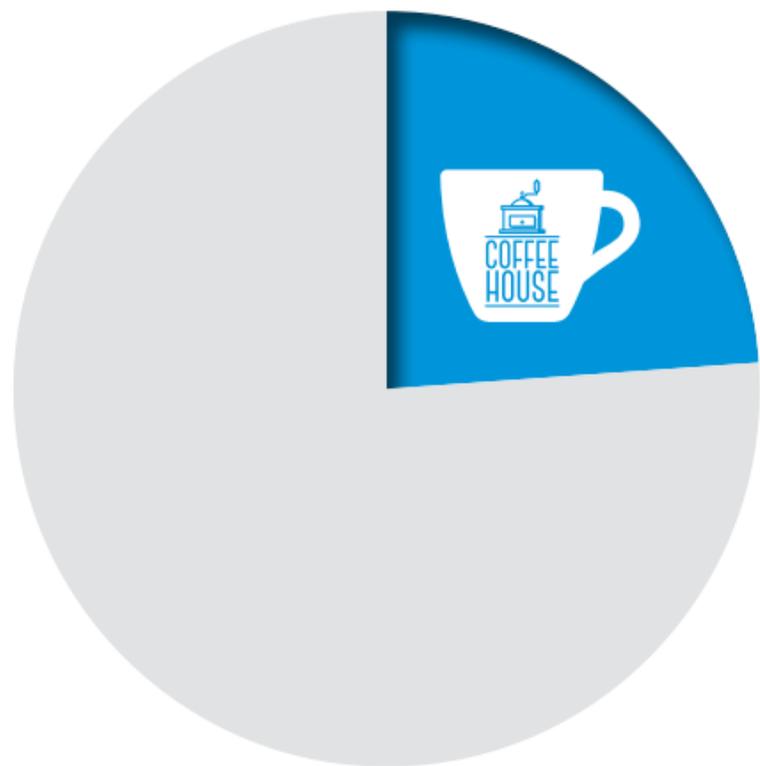
55+

50%



Percent of Canadians who have a more **favorable opinion** of the advertiser if the **product** they received was made **socially responsibly**





24%

of employees report that they own **promo products** with their **employer's logo** on it

CANADA

PROMO PRODUCT OWNERSHIP

Percent of employees who own **promo products** with their **employer's logo** on it

26%



20%

Percent of employees who own **promo products** with their **employer's logo** on it



18-34

23%



35-54

30%



55+

20%



Consumer preference for bag purchases

53%

10 cents
for single-use
plastic



47%

\$5 for a
reusable
bag

CANADA

BEHAVIORS



One-quarter

(25%) of consumers reported that they **PURCHASED** a promotional product in the last year

Percentage of consumers who report having **PURCHASED** a **promo product** in the last year



18-34

25%



35-54

30%

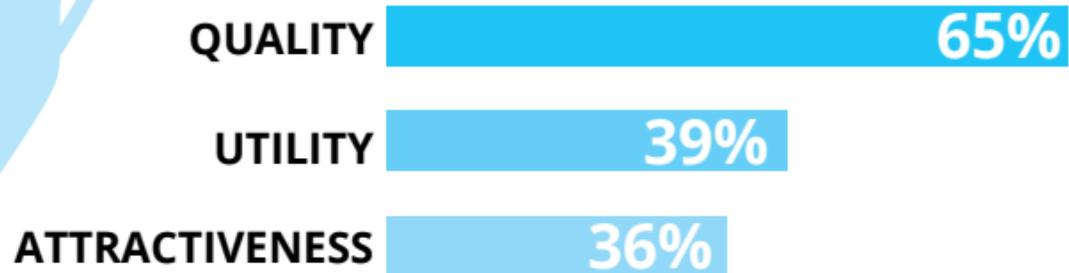
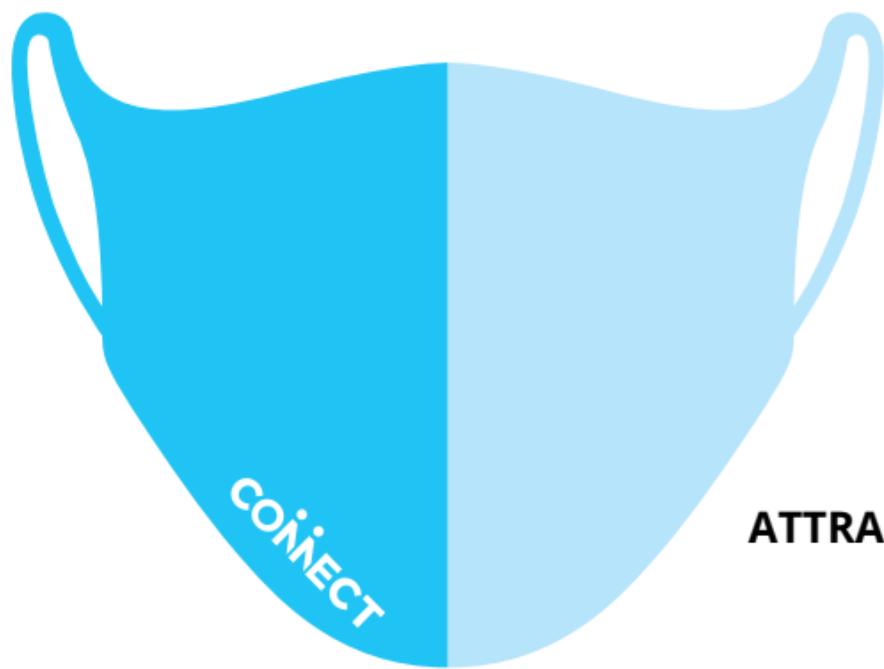


55+

18%

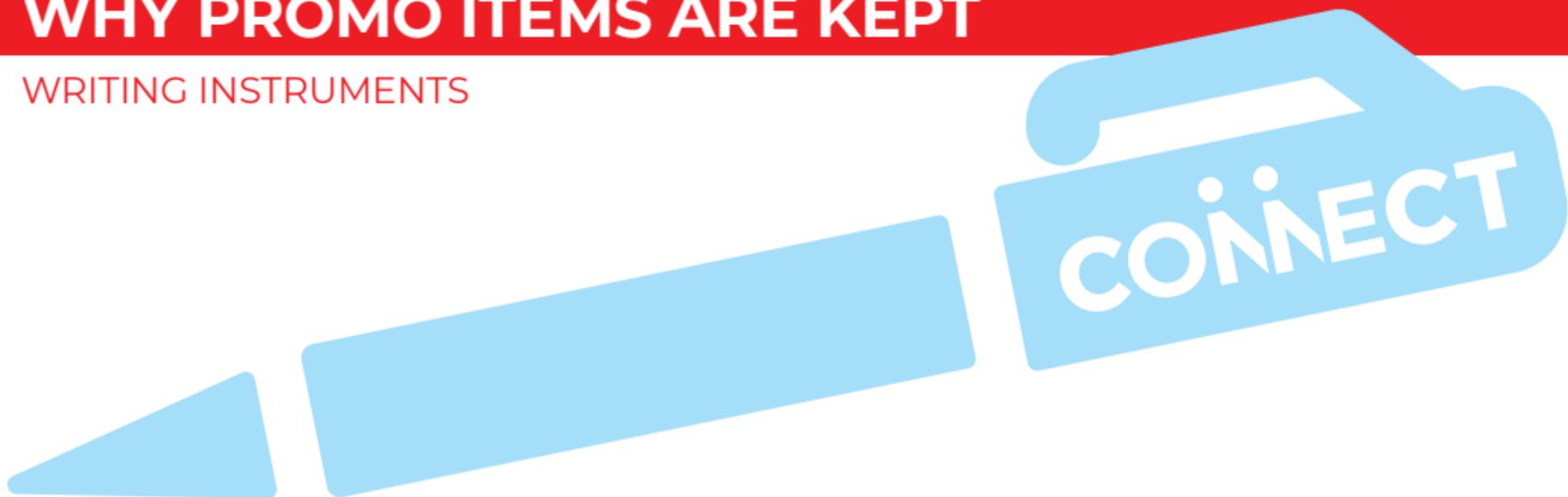
WHY PROMO ITEMS ARE KEPT

MASKS



WHY PROMO ITEMS ARE KEPT

WRITING INSTRUMENTS



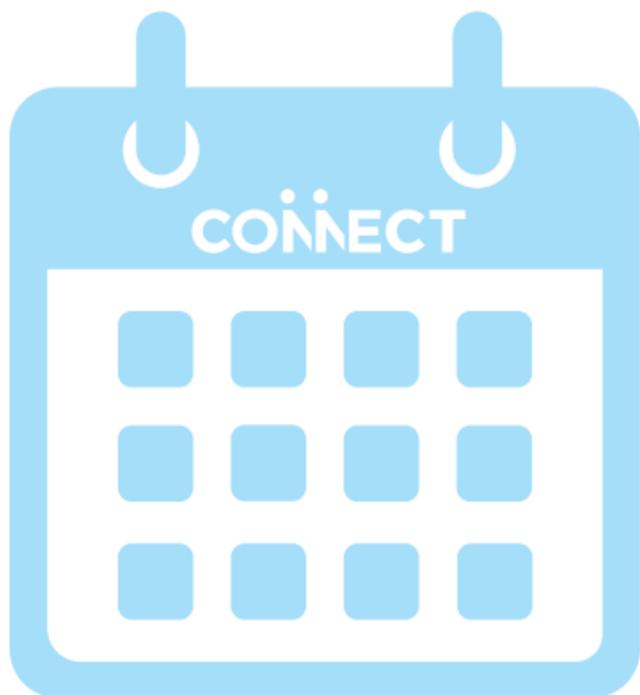
QUALITY 69%

UTILITY 41%

ATTRACTIVENESS 16%

WHY PROMO ITEMS ARE KEPT

CALENDARS



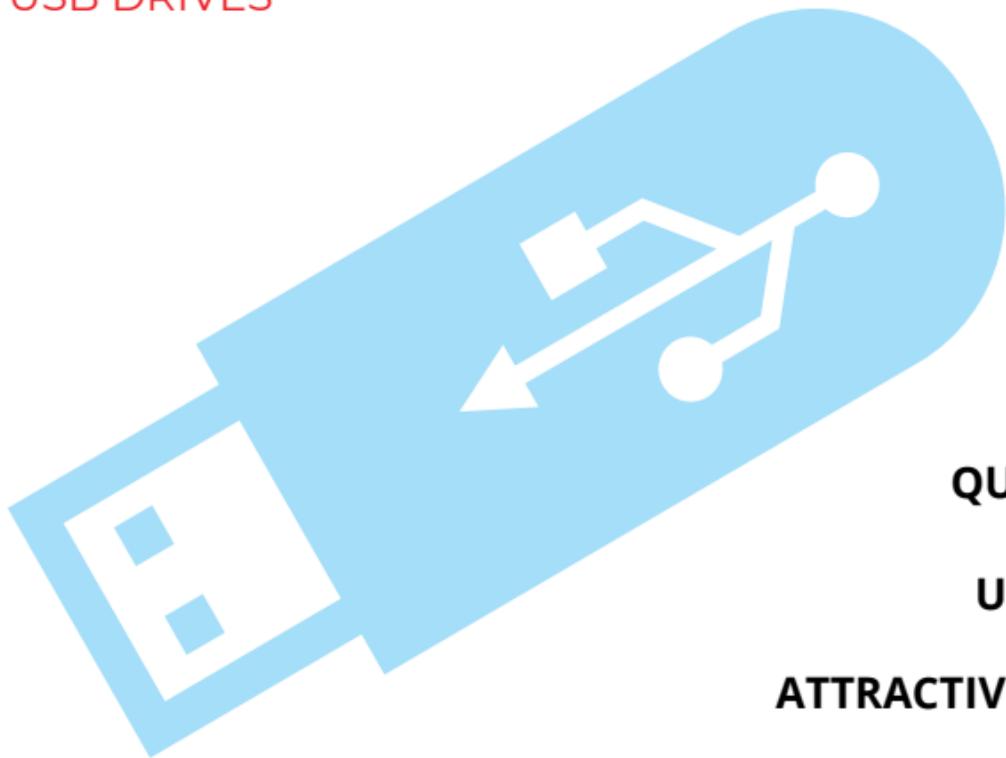
WHY PROMO ITEMS ARE KEPT

HEADWEAR



WHY PROMO ITEMS ARE KEPT

USB DRIVES



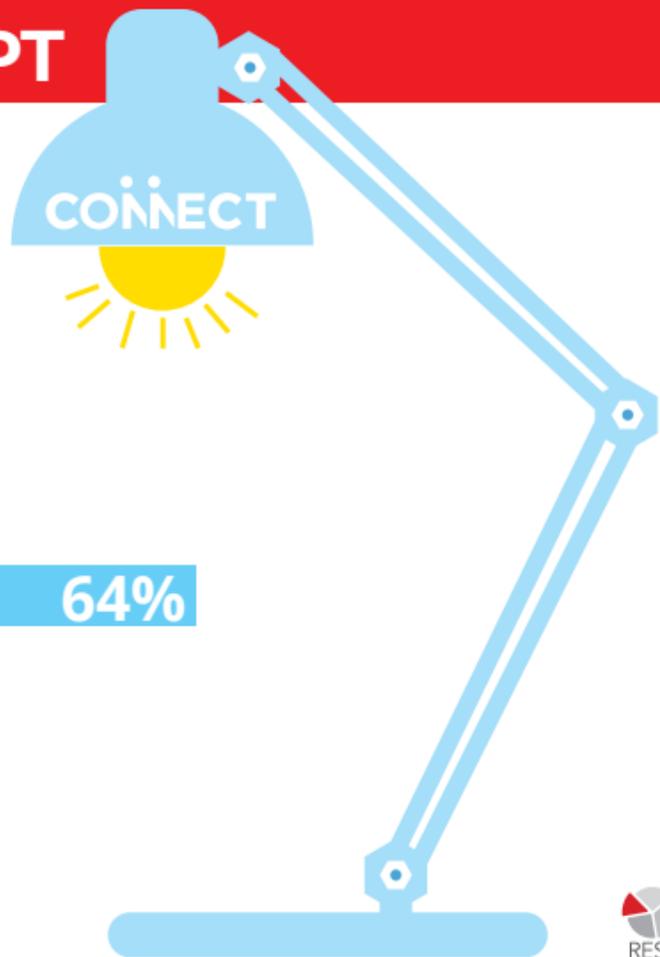
QUALITY 45%

UTILITY 58%

ATTRACTIVENESS 17%

WHY PROMO ITEMS ARE KEPT

DESK ACCESSORIES



QUALITY 43%

UTILITY 64%

ATTRACTIVENESS 27%

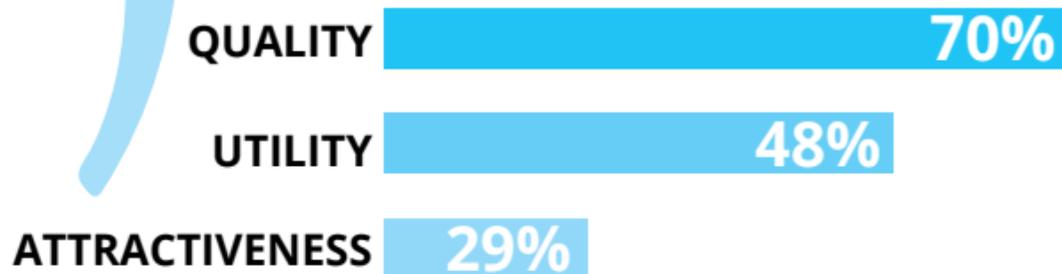
WHY PROMO ITEMS ARE KEPT

OUTERWEAR



WHY PROMO ITEMS ARE KEPT

DRINKWARE



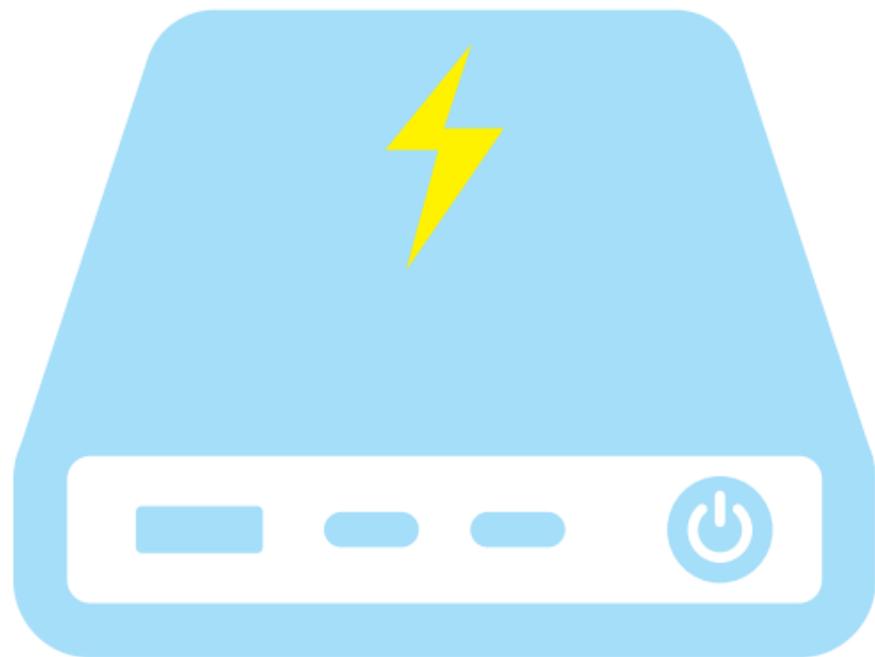
WHY PROMO ITEMS ARE KEPT

T-SHIRTS



WHY PROMO ITEMS ARE KEPT

POWER BANKS



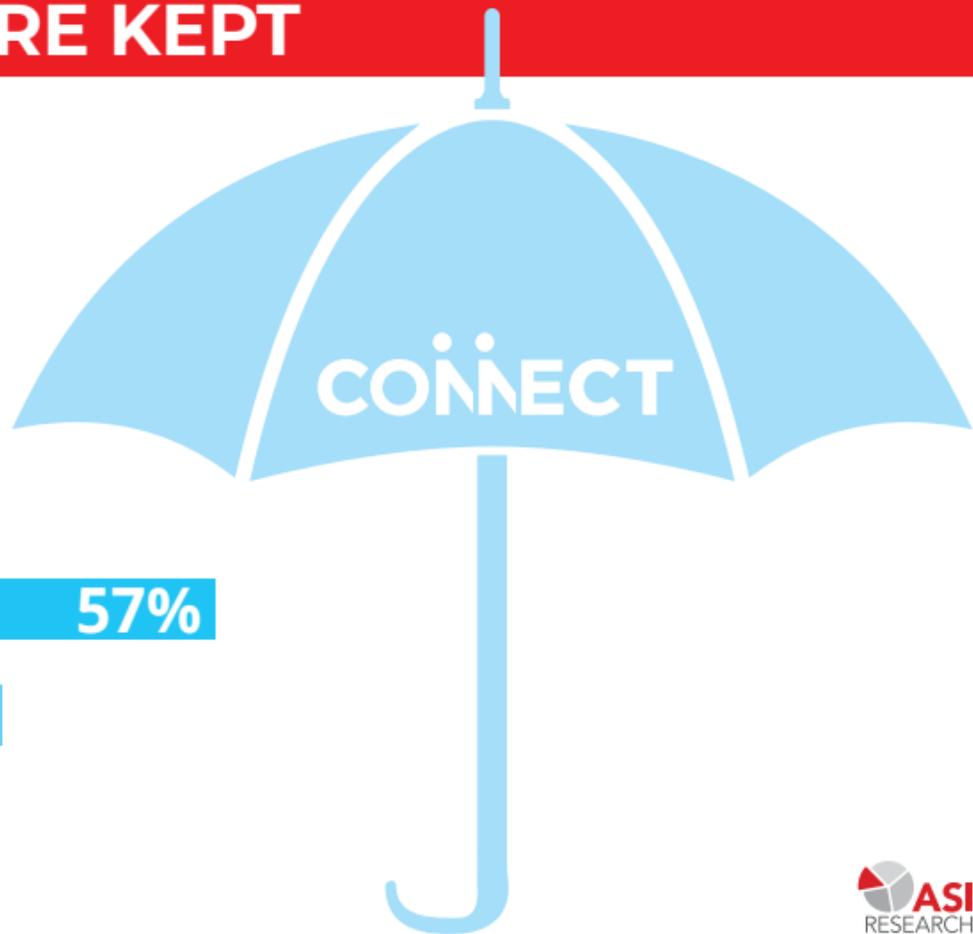
QUALITY **53%**

UTILITY **61%**

ATTRACTIVENESS **15%**

WHY PROMO ITEMS ARE KEPT

UMBRELLAS



QUALITY 57%

UTILITY 41%

ATTRACTIVENESS 32%

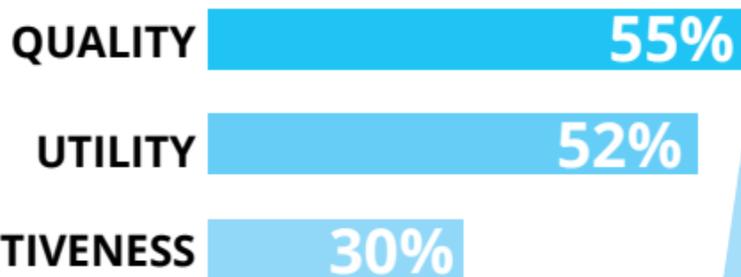
WHY PROMO ITEMS ARE KEPT

POLO SHIRTS



WHY PROMO ITEMS ARE KEPT

BAGS



CONNECT