



# PROMOTIONAL PRODUCT BRAND RECALL FACTS

**1** **90%**

of people who receive a promotional product can recall the name of the brand.

(Source: PROMotion Marketing, LLC)



**2** **89%**

of consumers can recall the brand on a promotional product they received in the last 2 years.

(Source: PROMotion Marketing, LLC)

**2**

**3** **1x**

A single promotional item averages 344 impressions per month.

(Source: PROMotion Marketing, LLC)



**4** **80%**

of people can recall the messaging of a brand after receiving a promotional product.

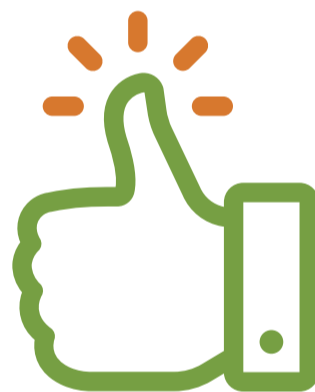
(Source: PROMotion Marketing, LLC)

**4**

**5** **80%**

of people have an immediate reaction when they receive a promo from companies they've never heard of.

(Source: PPAI)



**6** **82%**

of people have a more favorable impression of a brand after receiving a promotional product.

(Source: PROMotion Marketing, LLC)

**6**

**7** **70%**

of brands consider promotional products mostly or always effective in achieving marketing goals.

(Source: PPAI)



**8** **53%**

of the time, a promotional product creates a more favorable impression of the advertiser.

(Source: PROMotion Marketing, LLC)

**8**



BEYOND INK

WEB: [brprinters.com](http://brprinters.com) EMAIL: [info@brprinters.com](mailto:info@brprinters.com)

San Jose (HQ), CA  
665 Lenfest Rd.  
San Jose, CA 95133  
408-278-7711

San Diego, CA (CDM)  
7606 Miramar Rd.  
#7100  
San Diego, CA 92126  
856-677-1727

Denver, CO  
5050 Moline St.  
Denver, CO 80239  
303-765-1383

Independence, KY  
10154 Toeppen Dr  
Independence, KY 41051  
859-292-1700

Appleton, WI (NGS)  
2600 North Ballard Rd.  
Appleton, WI 54911  
920-734-7500

Cincinnati, OH  
3962 Virginia Ave.  
Cincinnati, OH 45227  
800-598-7808