



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.

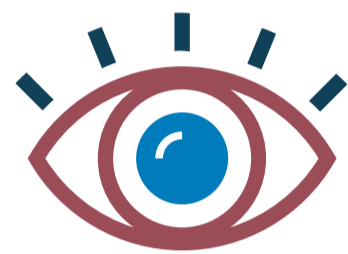
(Source: PROMotion Marketing, LLC)

2

3 **1x**

A single promotional item averages 344 impressions per month.

(Source: PROMotion Marketing, LLC)



344x



4 **80%**

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

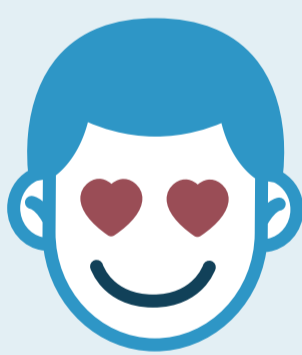
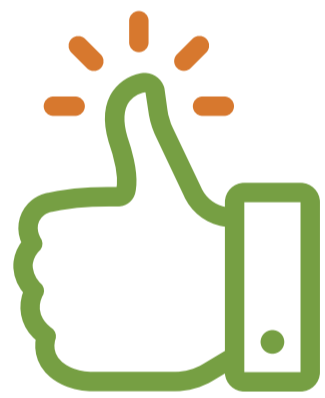
(Source: PROMotion Marketing, LLC)

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.

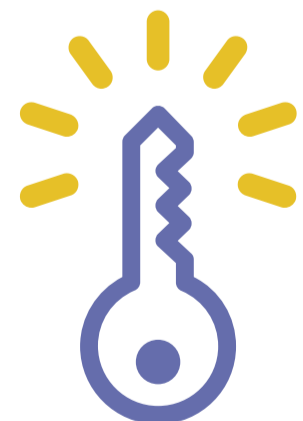
(Source: PROMotion Marketing, LLC)

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



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