

Top 10 Industries That Use Promotional Products

AND THE REASONS WHY THEY DO

Many industries consistently rely on promotional products as a key component to their marketing programs. PPAI, the only international not-for-profit association for the promotional products industry, did the research on these top industries, and here's what was discovered:

Top 10 Buyers Of Promotional Products By Industry**

1. Education
2. Financial Services
3. Healthcare
4. Not-For-Profit
5. Construction
6. Government
7. Trade/Professional Associations
8. Real Estate
9. Automotive
10. Professional Services (legal, accounting, etc.)

** 2004 research

PROMOTIONAL FACT:

Your promotional consultant can provide you with facts on why promotional products work and how they achieve results.

The Caterpillar company used a promotional consultant to develop a campaign to promote a new engine to a highly selective list of prospects. With an attention-getting mailer and a shrink-wrapped compass, Caterpillar established its new engine as a means of "finding your way out of the forest of emissions regulations." The mailing was simple and clever, and the real clincher was the promise to hand-deliver a high-value, name brand Global Positioning Satellite (GPS) unit to prospects who scheduled personal sales presentations from Caterpillar. The GPS unit was imprinted with the familiar CAT logo and proved to be a highly sought-after item. The end results yielded a 48-percent response rate and a 16-percent conversion to sales.

Certainly, there are many reasons why companies like Caterpillar are adding promotional products into their marketing mix. PPAI interviewed many promotional consultants and buyers, and here's what was learned:

1. **Promotional products are flexible.** Whether your organization is trying to create a positive impression or generate sales leads, promotional products can fit any marketing objective.



2. **Products are tangible and long-lasting.** Most promotional products are designed for specific use, such as a writing pen or a golf shirt. Research supports the fact that recipients are willing to hold onto a product much longer if it serves a useful purpose.
3. **Impact can be easily measured.** Because promotional products are highly visible and highly tangible, it's easy to track the usage of products and measure significant change in behavior. This might be evident through an increase in sales, a need to order more products or a measurement of participation in a specific program.
4. **Promotional products create a higher perceived value.** Although cost-per-impression is low, promotional products give users a sense of value and need. As evident through recent studies, recipients of promotional products are more likely to do business with the company that sent the product to them.
5. **Promotional products can be highly targeted.** With such a wide range of products available for imprinting, products can be chosen that address a very specific audience.
6. **Promotional products complement other forms of advertising and promotion.** Promotional products can be easily incorporated into a full campaign that might include print advertising, direct mail, e-mail marketing and more. It's easy to incorporate the campaign's key messages into packaging and delivery of the promotional products.

For more case examples from specific industries in which promotional products were used, ask your promotional consultant about *IdeaSource*, created by PPAI. This CD and online resource includes a full library of award-winning campaigns, searchable by industry, company name and even product type.

Top 10 Ways To Use Promotional Products

- Business gifts
- Tradeshow promotion
- Brand awareness
- Employee relations and events
- Public relations
- Dealer/distributor programs
- New customer/account generation
- New product or service introduction
- Internal promotion
- Employee service awards