



2023 Promotional Products Ad Impression Study



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Findings based on data collected over a 12-month period from Q4 2021 through Q4 2022.





Advertising Preferences



**PROMO PRODUCTS ARE U.S.
CONSUMERS' FAVORITE FORM
OF ADVERTISING!**

RANK OF ADVERTISING PREFERENCE

1. Promotional Products



2. Radio



3. Newspaper



4. Television



5. Magazine



6. Mobile



7. Internet

Men and women have their differences, but they can agree on this: Promo Products are everyone's favorite form of advertising!

MEN

RANK OF ADVERTISING PREFERENCE

1. Promotional Products



2. Radio advertising



3. Newspaper advertising



4. Magazine advertising



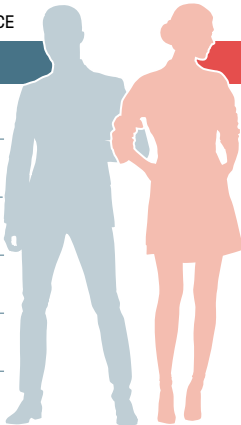
5. Mobile advertising



6. Television advertising



7. Internet advertising



WOMEN

1. Promotional Products



2. Radio advertising



3. Newspaper advertising



4. Television advertising



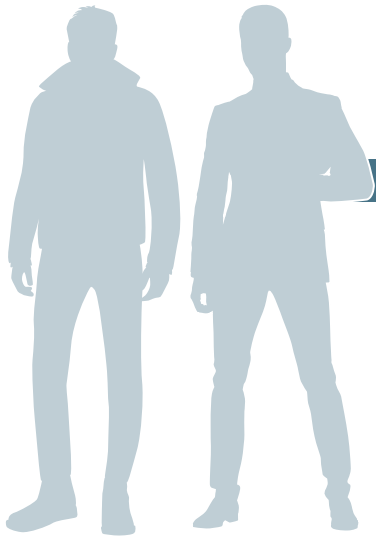
5. Magazine advertising



6. Mobile advertising



7. Internet advertising



MEN

RANK OF ADVERTISING PREFERENCE

1. PROMOTIONAL PRODUCTS



2. Radio advertising



3. Newspaper advertising



4. Magazine advertising



5. Mobile advertising



6. Television advertising



7. Internet advertising



WOMEN

RANK OF ADVERTISING PREFERENCE

1. PROMOTIONAL PRODUCTS



2. Radio advertising



3. Newspaper advertising



4. Television advertising



5. Magazine advertising



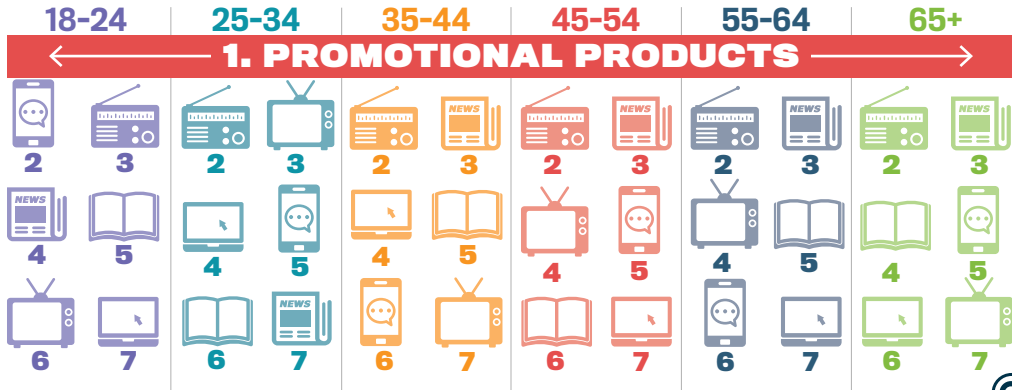
6. Mobile advertising



7. Internet advertising

Whether you're young or just young at heart, it's unanimous: **Promo is everyone's favorite** form of advertising!

RANK OF ADVERTISING PREFERENCE





Consumers who are between 18-24 prefer Promo Products over all other forms of advertising!

RANK OF ADVERTISING PREFERENCE

1. PROMOTIONAL PRODUCTS



2. Mobile advertising



3. Radio advertising



4. Newspaper advertising



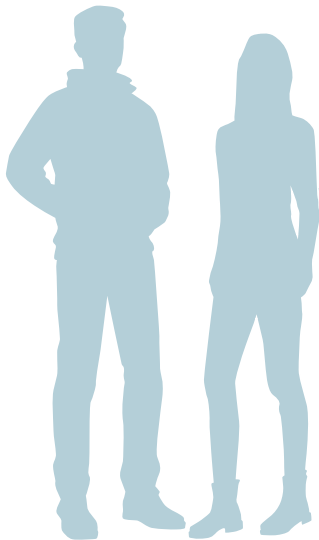
5. Magazine advertising



6. Television advertising



7. Internet advertising



Consumers who are between **25-34** prefer **Promo Products** over all other forms of advertising!

RANK OF ADVERTISING PREFERENCE

1. PROMOTIONAL PRODUCTS



2. Radio advertising



3. Television advertising



4. Internet advertising



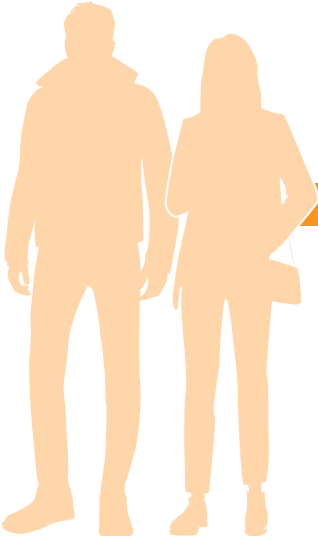
5. Mobile advertising



6. Magazine advertising



7. Newspaper advertising



Consumers who are between **35-44** prefer **Promo Products** over all other forms of advertising!

RANK OF ADVERTISING PREFERENCE

1. PROMOTIONAL PRODUCTS



2. Radio advertising



3. Newspaper advertising



4. Internet advertising



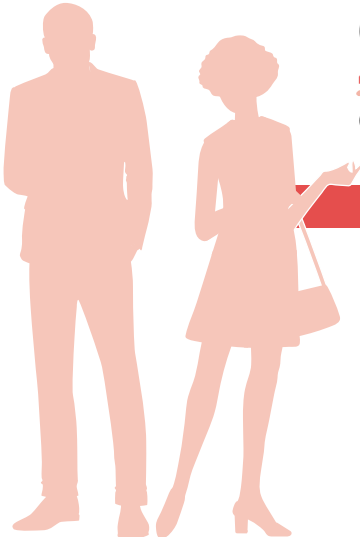
5. Magazine advertising



6. Mobile advertising



7. Television advertising



Consumers who are between **45-54** prefer **Promo Products** over all other forms of advertising!

RANK OF ADVERTISING PREFERENCE

1. PROMOTIONAL PRODUCTS



2. Radio advertising



3. Newspaper advertising



4. Television advertising



5. Mobile advertising



6. Magazine advertising



7. Internet advertising



Consumers who are between **55-64** prefer **Promo Products** over all other forms of advertising!

RANK OF ADVERTISING PREFERENCE

1. PROMOTIONAL PRODUCTS



2. Radio advertising



3. Newspaper advertising



4. Television advertising



5. Magazine advertising



6. Mobile advertising



7. Internet advertising



Consumers who are **65+** prefer **Promo Products** over all other forms of advertising!

RANK OF ADVERTISING PREFERENCE

1. PROMOTIONAL PRODUCTS



2. Radio advertising



3. Newspaper advertising



4. Magazine advertising



5. Mobile advertising



6. Internet advertising



7. Television advertising

Consumers
in the **East**,
West, **South**
and **Midwest**
all prefer
Promo
Products
over all other
forms of
advertising!



Consumers in the Midwest prefer Promo Products over all other forms of advertising!

RANK OF ADVERTISING PREFERENCE

1. PROMOTIONAL PRODUCTS



2. Radio advertising



3. Newspaper advertising



4. Magazine advertising



5. Mobile advertising



6. Internet advertising



7. Television advertising



Consumers in the Northeast prefer Promo Products over all other forms of advertising!

RANK OF ADVERTISING PREFERENCE

1. PROMOTIONAL PRODUCTS



2. Radio advertising



3. Newspaper advertising



4. Magazine advertising



5. Television advertising



6. Internet advertising



7. Mobile advertising



Consumers in the **South** prefer **Promo Products** over all other forms of advertising!

RANK OF ADVERTISING PREFERENCE

1. PROMOTIONAL PRODUCTS



2. Radio advertising



3. Newspaper advertising



4. Television advertising



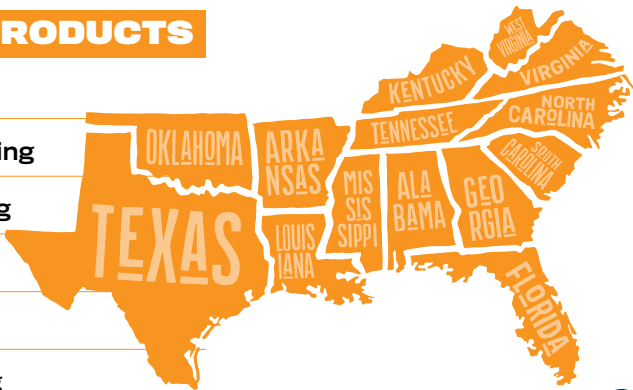
5. Internet advertising



6. Mobile advertising



7. Magazine advertising



Consumers in the West prefer Promo Products over all other forms of advertising!

RANK OF ADVERTISING PREFERENCE

1. PROMOTIONAL PRODUCTS



2. Radio advertising



3. Newspaper advertising



4. Mobile advertising



5. Magazine advertising

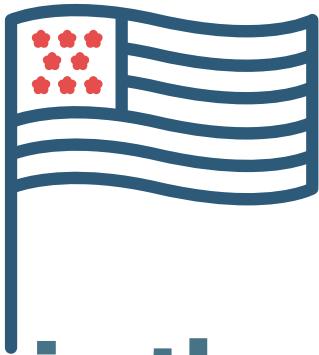


6. Television advertising



7. Internet advertising



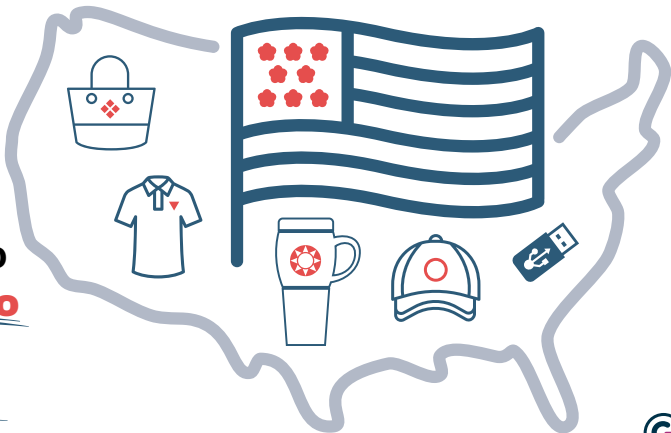


Made in the USA

MADE IN THE USA

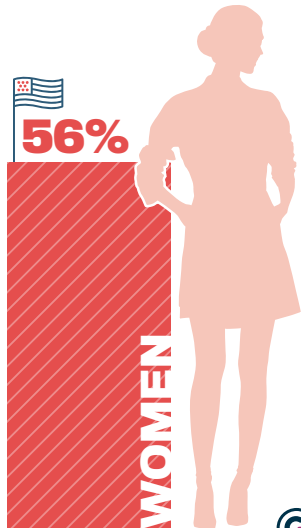
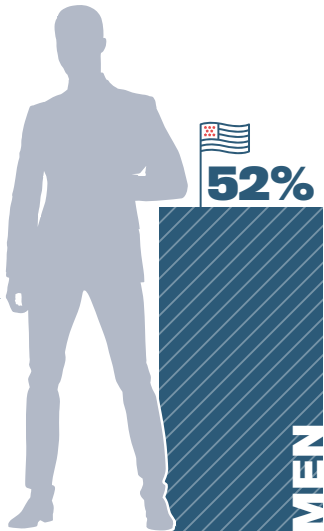
54%

of consumers
would feel more
favorable about
the advertiser who
gave them a **promo**
product if it was
Made in the USA

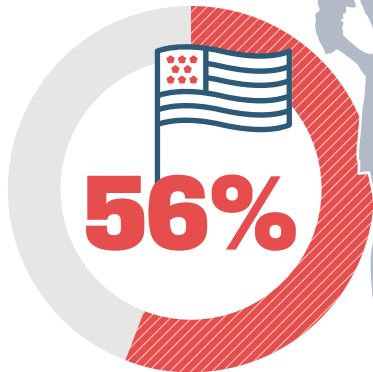


MADE IN THE USA

Over half of men and women would feel more **favorable** about the advertiser who gave them a **promo product** that was **Made in the USA**

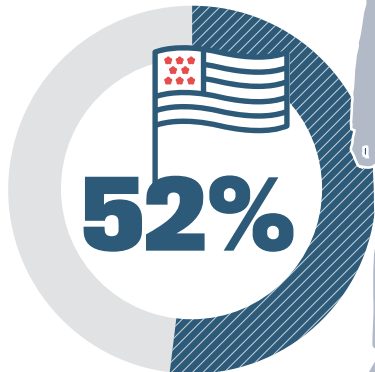


**MADE IN
THE USA**



More than half
of **women** would
feel more **favorable**
about the advertiser
who gave them a
promo product if it
was **Made in the USA**

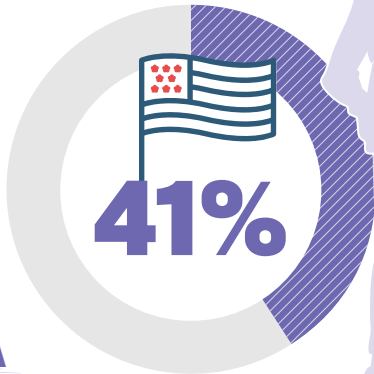
MADE IN THE USA



More than half
of **men** would
feel more **favorable**
about the advertiser
who gave them a
promo product if it
was **Made in the USA**

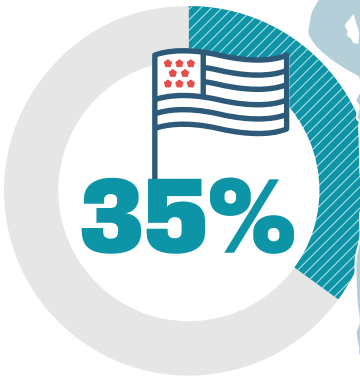
MADE IN THE USA

Four in 10
consumers
ages 18-24
would feel more
favorable about
the advertiser if
the promo
product was
Made in the USA



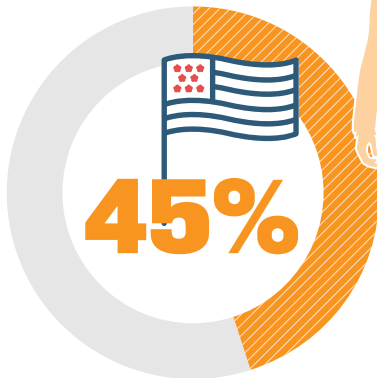
MADE IN THE USA

More than a third
of consumers ages
25-34 would feel
more **favorable**
about the advertiser
if the **promo**
product was
Made in the USA



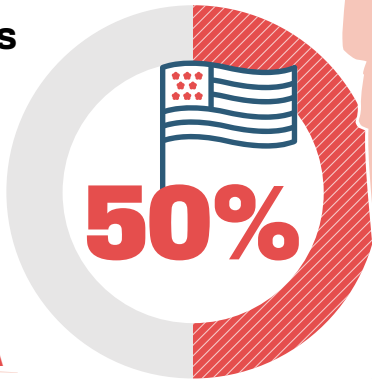
MADE IN THE USA

Nearly half
of consumers
ages **35-44**
would feel more
favorable about
the advertiser if
the **promo**
product was
Made in the USA



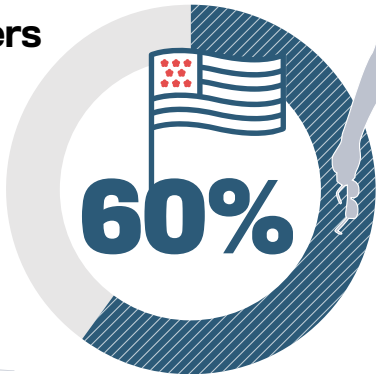
MADE IN THE USA

Half of consumers
ages **45-54**
would feel more
favorable about
the advertiser if
the **promo**
product was
Made in the USA



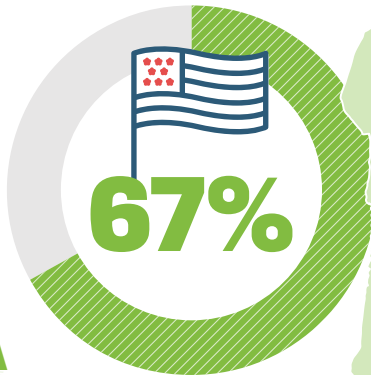
MADE IN THE USA

Six in 10 consumers
ages **55-64**
would feel more
favorable about
the advertiser
if the **promo**
product was
Made in the USA



MADE IN THE USA

Two-thirds
of consumers
ages **65+** would
feel more
favorable about
the advertiser
if the **promo**
product was
Made in the USA



MADE IN THE USA

55%

of consumers in the **Midwest** would feel more **favorable** about the advertiser if the **promo product** was **Made in the USA**



MADE IN THE USA

52%

of consumers in the **Northeast** would feel more **favorable** about the advertiser if the **promo product** was **Made in the USA**



MADE IN THE USA

55%

of consumers in the **South** would feel more **favorable** about the advertiser if the **promo product** was **Made in the USA**



MADE IN THE USA

53%

of consumers in the West
would feel more favorable
about the advertiser if
the promo product was
Made in the USA





**Environmentally
Friendly**

ENVIRONMENTALLY FRIENDLY

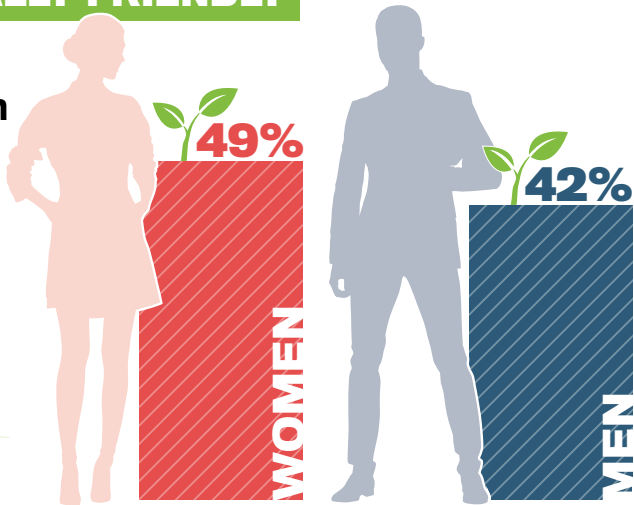
46%

of consumers would feel more **favorable** about the advertiser who gave them a **promo product** if it was **Environmentally Friendly**



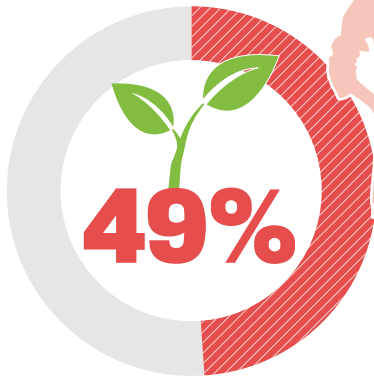
ENVIRONMENTALLY FRIENDLY

Nearly half of women and men would feel more **favorable** about the advertiser who gave them a **promo product** that is **Environmentally Friendly**



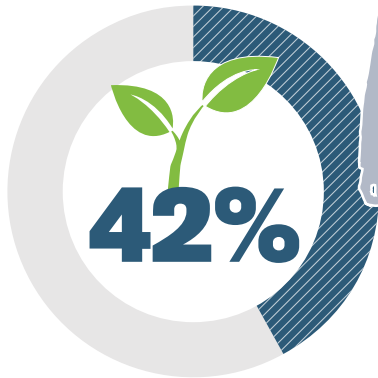
ENVIRONMENTALLY FRIENDLY

Half of women
would feel more
favorable about
the advertiser who
gave them a **promo**
product if it was
Environmentally
Friendly



ENVIRONMENTALLY FRIENDLY

Four in 10 men
would feel more
favorable about
the advertiser who
gave them a **promo**
product if it was
Environmentally
Friendly



ENVIRONMENTALLY FRIENDLY

Nearly half
of consumers
ages 18-24
would feel more
favorable about
the advertiser
if the promo
product was
Environmentally
Friendly



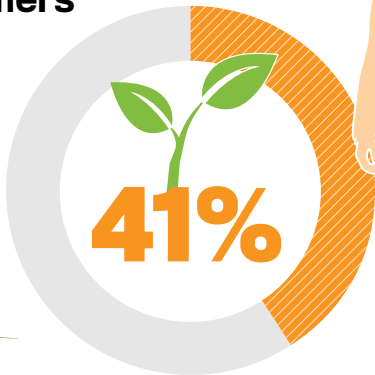
ENVIRONMENTALLY FRIENDLY

Four in 10 consumers
ages **25-34**
would feel more
favorable about
the advertiser
if the **promo**
product was
Environmentally
Friendly



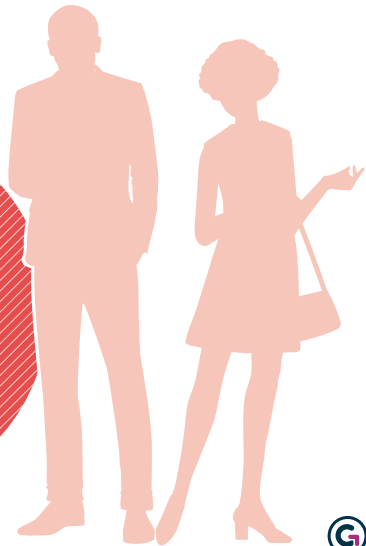
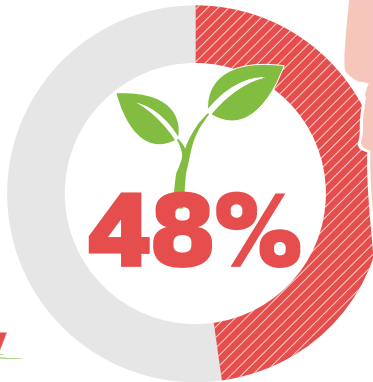
ENVIRONMENTALLY FRIENDLY

Four in 10 consumers
ages **35-44**
would feel more
favorable about
the advertiser
if the **promo**
product was
Environmentally
Friendly



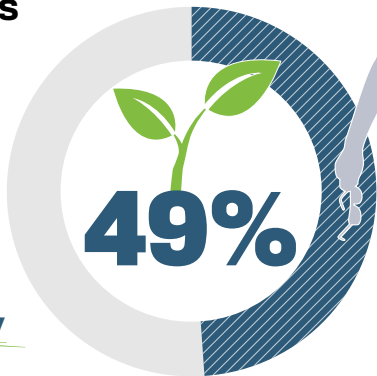
ENVIRONMENTALLY FRIENDLY

Nearly half
of consumers
ages **45-54**
would feel more
favorable about
the advertiser
if the **promo**
product was
Environmentally
Friendly



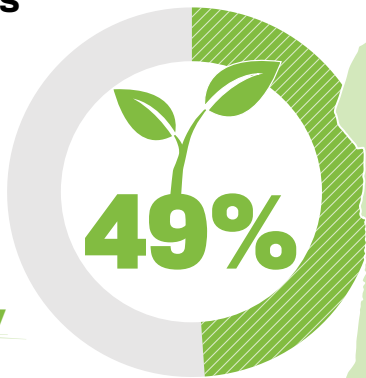
ENVIRONMENTALLY FRIENDLY

Half of consumers
ages **55-64**
would feel more
favorable about
the advertiser if
the **promo**
product was
Environmentally
Friendly



ENVIRONMENTALLY FRIENDLY

Half of consumers
ages **65+**
would feel more
favorable about
the advertiser if
the **promo**
product was
Environmentally
Friendly



ENVIRONMENTALLY FRIENDLY

50%

of consumers in the **Midwest** would feel more **favorable** about the advertiser if a **promo product** was **Environmentally Friendly**



ENVIRONMENTALLY FRIENDLY

38%

of consumers in the Northeast would feel more favorable about the advertiser if a promo product was Environmentally Friendly



ENVIRONMENTALLY FRIENDLY

49%

of consumers in the **South** would feel more **favorable** about the advertiser if a **promo product** was **Environmentally Friendly**



ENVIRONMENTALLY FRIENDLY

45%

of consumers in the West
would feel more favorable about
the advertiser if a promo product
was Environmentally Friendly





Longevity

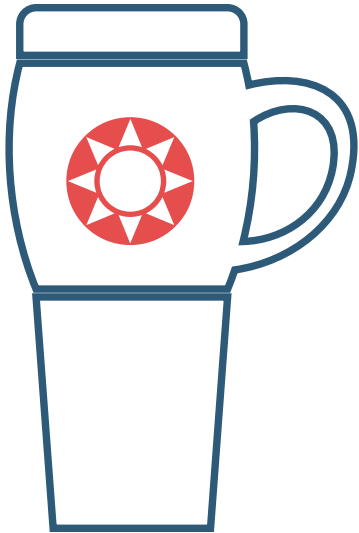
61%

of consumers
would keep and
wear promo
outerwear for
2 years or longer!



63%

of consumers would
keep and use promo
drinkware for 1 year
or longer!



62%

of consumers would
keep and use a promo
calendar for 1 year
or longer!



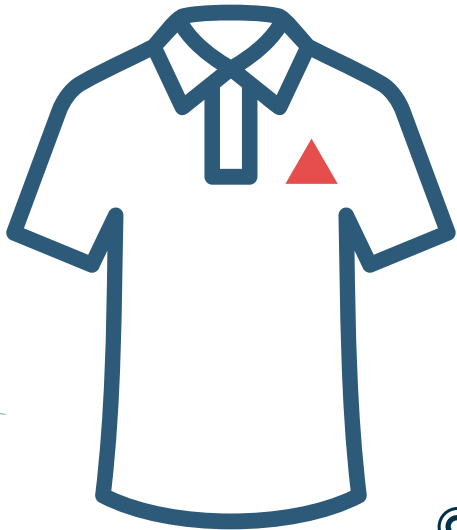
54%

of consumers would
keep and use a promo
umbrella for 2 years
or longer!



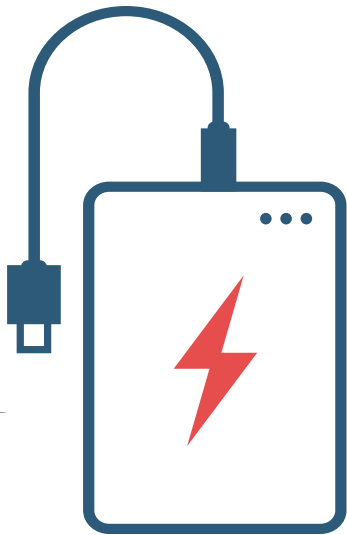
62%

of consumers would
keep and wear a
promo polo for 1 year
or longer!



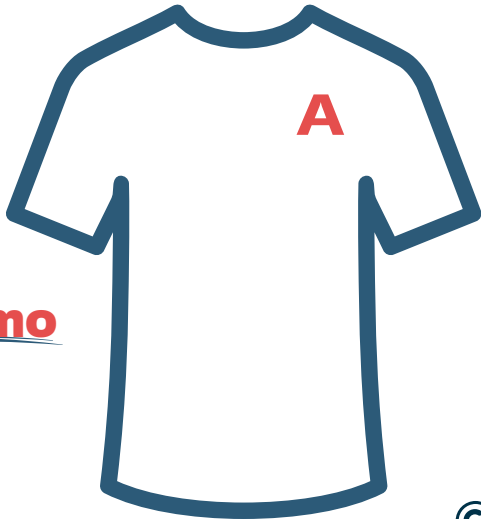
51%

of consumers would
keep and use a promo
power bank for 2 years
or longer!



47%

of consumers would
keep and wear a promo
T-shirt for 2 years or
longer!



59%

of consumers
would keep and wear
promo performance
apparel for 1 year
or longer!



58%

of consumers
would keep and
use promo desk
accessories
for 1 year or longer!



43%

of consumers would
keep and use a
promo bag for
2 years or longer!



56%

of consumers
would keep and
wear a promo cap
for 1 year or longer!



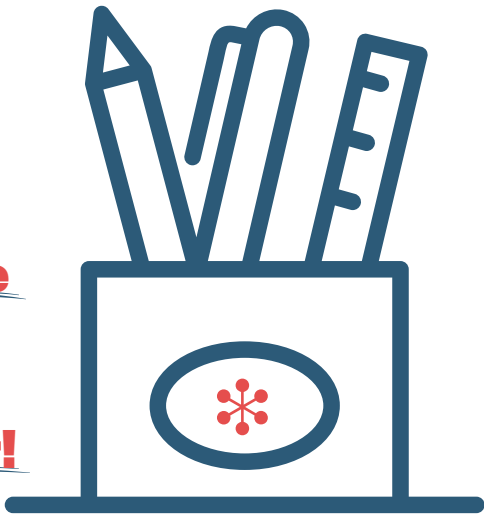
44%

of consumers would
keep and use a promo
USB drive for 2 years
or longer!



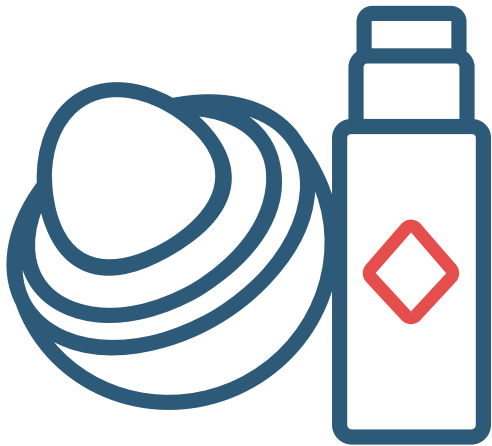
52%

of consumers
would keep and use
a promo writing
instrument
for 1 year or longer!



36%

of consumers would
keep and use a
promo health item
for 1 year or longer!





Number of Impressions

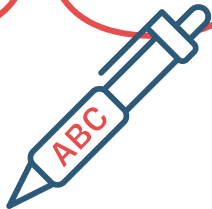


Writing Instruments generate

2,436



**impressions
over their lifetime!**



Drinkware generates

3,162

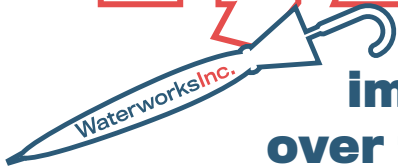


**impressions
over its lifetime!**



Umbrellas generate

1,760



**impressions
over their lifetime!**



Health Products generate

640

**impressions
over their lifetime!**



Performance Wear generates

2,336



**impressions
over its lifetime!**



Headwear generates

3,380



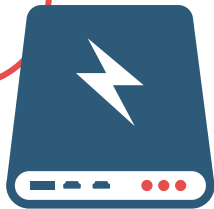
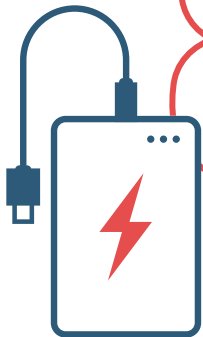
**impressions
over its lifetime!**



Power Banks generate

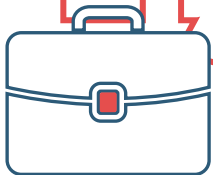
870

**impressions
over their lifetime!**



Bags generate

1940



**impressions
over their lifetime!**



Outerwear/fleece generates

7,856



**impressions
over its lifetime!**

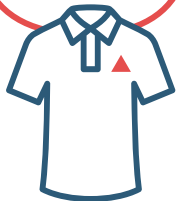


Polo shirts generate

2,106

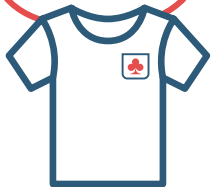


**impressions
over their lifetime!**

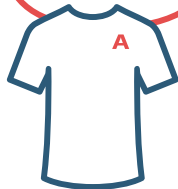


T-shirts generate

5,053



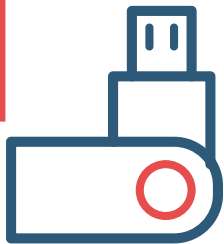
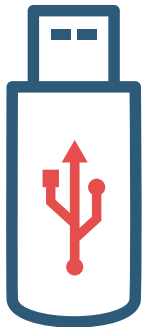
**impressions
over their lifetime!**



USB Drives generate

851

**impressions
over their lifetime!**



Calendars generate

673

**impressions
over their lifetime!**



Desk Accessories generate

2,314



**impressions
over their lifetime!**

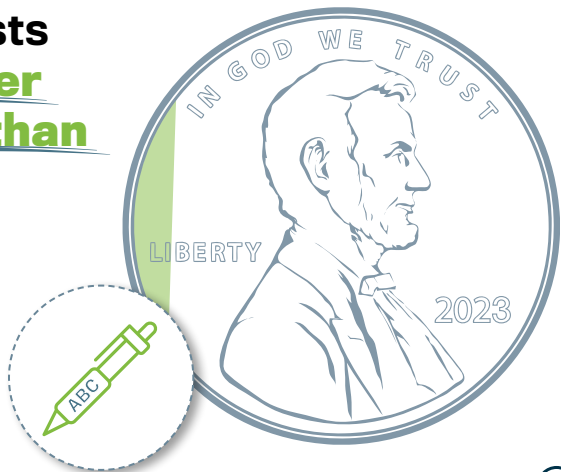




Cost Per Impression

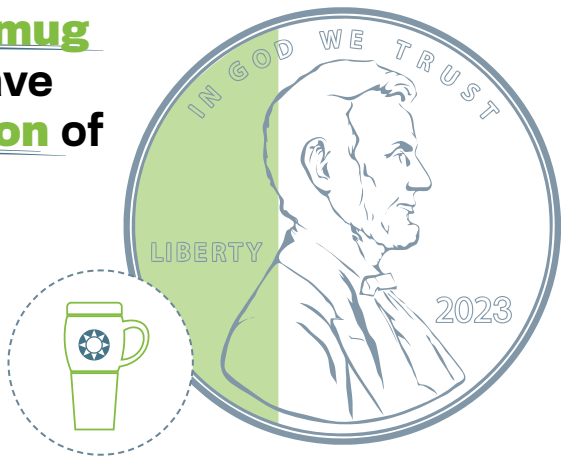
A metal pen that costs
\$1 will have a cost per
impression of less than

1/10
of a cent!



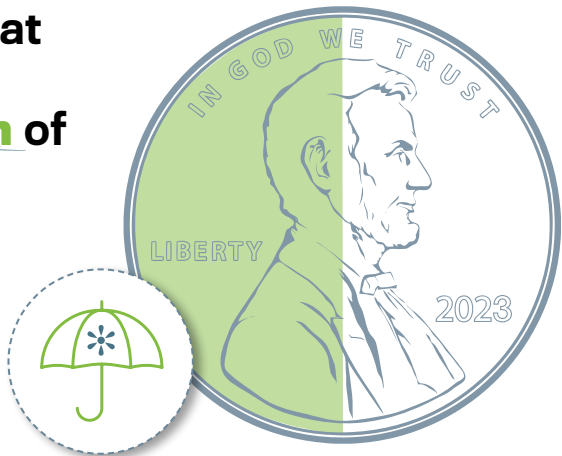
An insulated travel mug
that costs \$10 will have
a cost per impression of

1/3
of a cent!



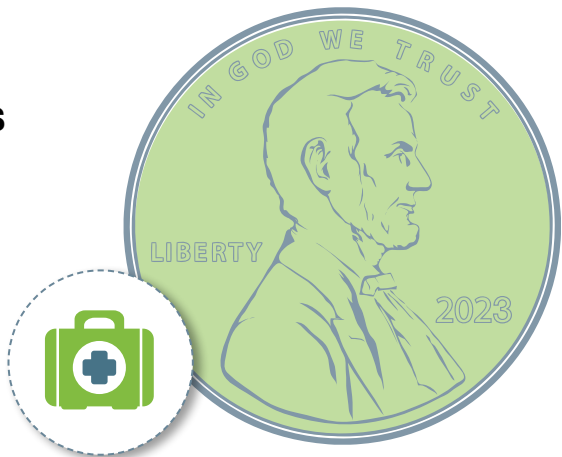
A travel umbrella that
costs \$10 will have a
cost per impression of

1/2
of a cent!



A travel health and
safety kit that costs
\$5 will have a cost
per impression of

1cent!



**A moisture-wicking
performance polo that**
costs \$20 will have a
cost per impression
of less than

1 cent!



A baseball cap that costs \$8 will have a cost per impression of less than

1/4
of a cent!



A power bank that
costs \$8 will have a
cost per impression
of just under

1 cent!



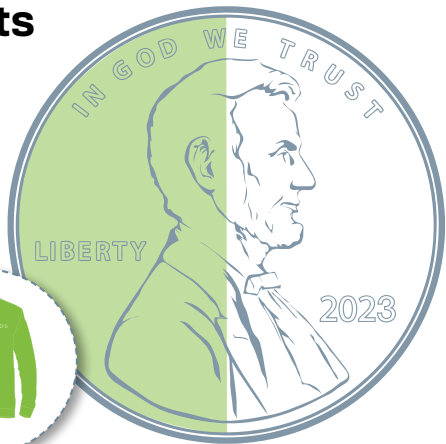
A nonwoven tote bag
that costs \$2 will have a
cost per impression of

1/10
of a cent!



A half-zip fleece that costs \$30 will have a cost per impression of less than

1/2
of a cent!



A cotton polo that
costs \$15 will have a
cost per impression
of just under

1cent!



A super-soft T-shirt
that costs \$10 will have a
cost per impression of

1/5
of a cent!



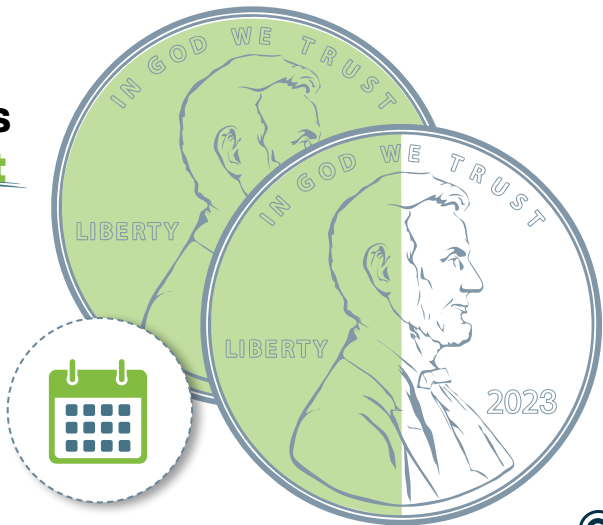
A **1GB USB flash drive**
that costs **\$5** will have a
cost per impression near

1/2
of a cent!



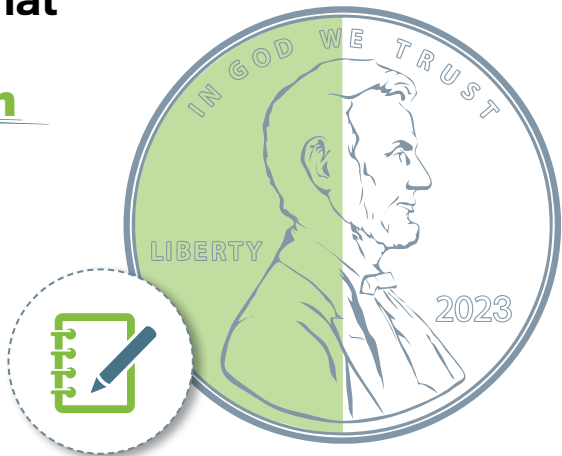
A 12-month wall
calendar that costs
\$10 will have a cost
per impression of

1.5
cents!



A desk accessory that
costs \$10 will have a
cost per impression
of less than

1/2
of a cent!

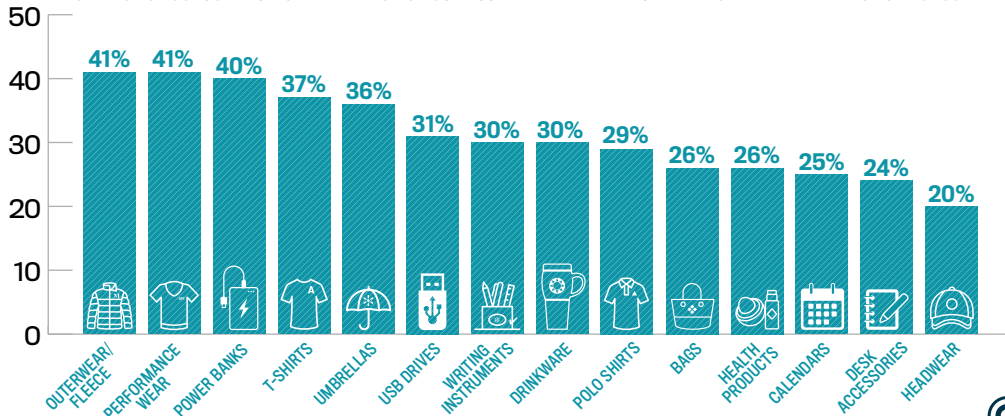




Impact on Business

Promo Products influence behavior and the likelihood of consumers to do business with the advertiser.

PERCENTAGE OF CONSUMERS MORE LIKELY TO DO BUSINESS WITH THE ADVERTISER THAT GAVE THEM THE PROMO PRODUCT



37%

of consumers who
receive a T-shirt
are more likely to
do business with
the advertiser who
gave it to them!



36%

of consumers who
receive an **Umbrella**
are more **likely to**
do business with
the **advertiser who**
gave it to them!





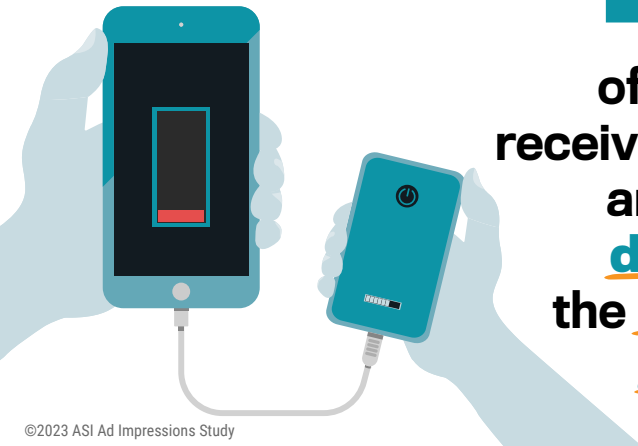
31%

of consumers who
receive a **USB Drive** are
more **likely to do business**
with the **advertiser who**
gave it to them!

30%

of consumers who receive
a Writing Instrument are
more likely to do business
with the advertiser who
gave it to them!





40%
of consumers who
receive a **Power Bank**
are more **likely to**
do business with
the **advertiser who**
gave it to them!

26%

of consumers who
receive a Bag are
more likely to do business
with the advertiser who
gave it to them!



25%

of consumers who
receive a Calendar
are more likely to
do business with
the advertiser who
gave it to them!



24%

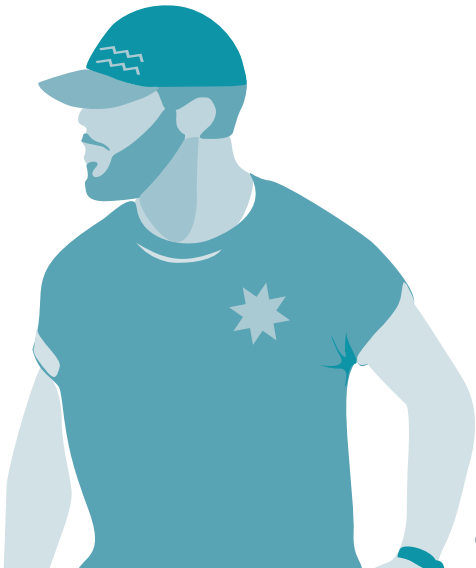
of consumers who receive
a Desk Accessory
are more likely to
do business with
the advertiser who
gave it to them!





30%
of consumers who
receive **Drinkware**
are more **likely to**
do business with
the **advertiser who**
gave it to them!

20%
of consumers who
receive Headwear
are more likely to
do business with
the advertiser who
gave it to them!





26%
of consumers who
receive a **Health
Product** are more
likely to do business
with the **advertiser**
who gave it to them!



41%
of consumers who
receive **Outerwear**
are more **likely to do**
business with the
advertiser who gave
it to them!

41%

of consumers who
receive Performance
Wear are more likely
to do business with
the advertiser who
gave it to them!



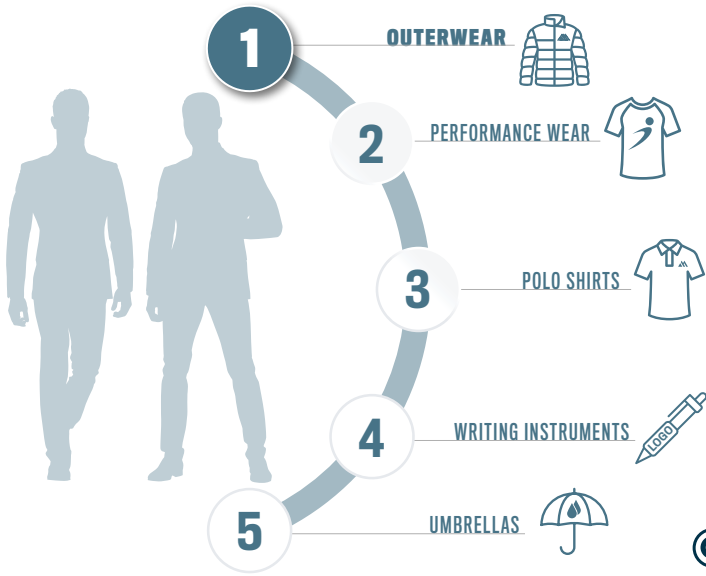


29%
of consumers who
receive a **Polo Shirt**
are more **likely to do**
business with the
advertiser who gave
it to them!



Most Influential Products

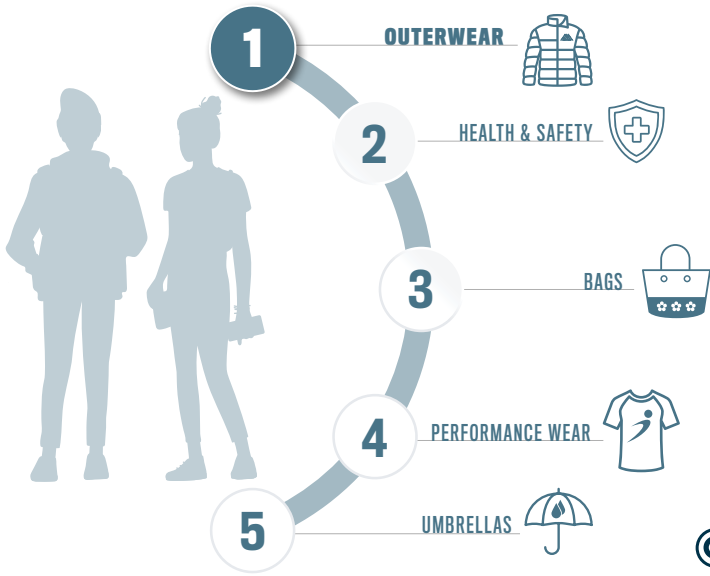
5 MOST INFLUENTIAL PROMO PRODUCTS AMONG MEN



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG WOMEN



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG CONSUMERS 18-24 YEARS OLD



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG CONSUMERS 25-34 YEARS OLD



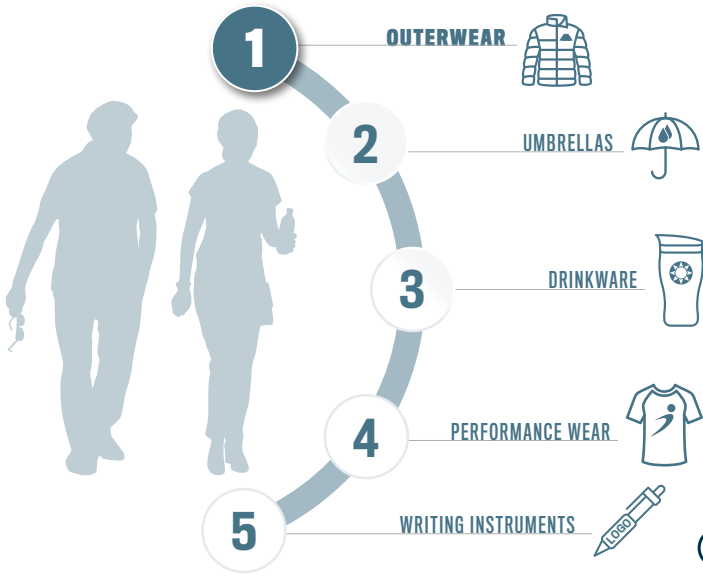
5 MOST INFLUENTIAL PROMO PRODUCTS AMONG CONSUMERS 35-44 YEARS OLD



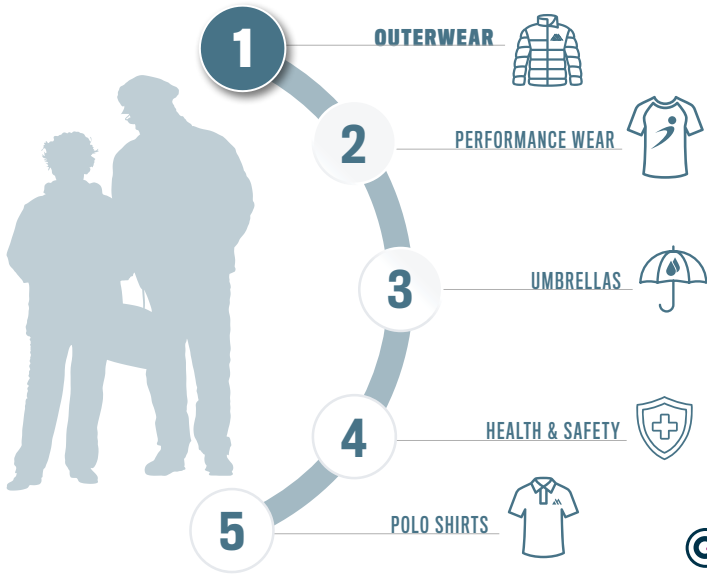
5 MOST INFLUENTIAL PROMO PRODUCTS AMONG CONSUMERS 45-54 YEARS OLD



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG CONSUMERS 55-64 YEARS OLD



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG CONSUMERS 65+ YEARS OLD



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF ALABAMA



1

HEALTH & SAFETY



2

MOBILE POWER BANKS



3

OUTERWEAR



4

CAPS/HEADWEAR

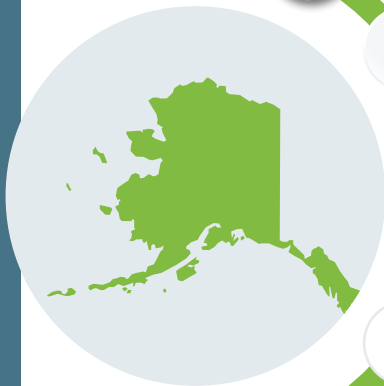


5

WRITING INSTRUMENTS



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF ALASKA



1

HEALTH & SAFETY



2

DRINKWARE



3

CAPS/HEADWEAR



4

PERFORMANCE WEAR



5

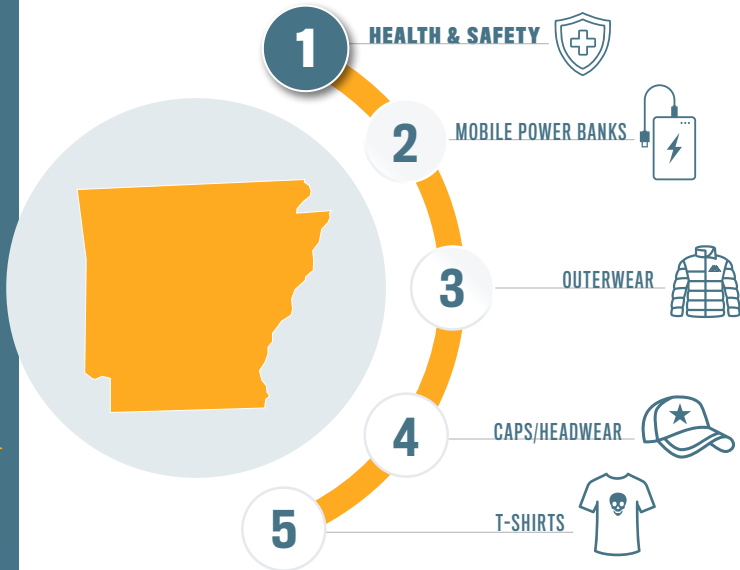
OUTERWEAR



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF ARIZONA



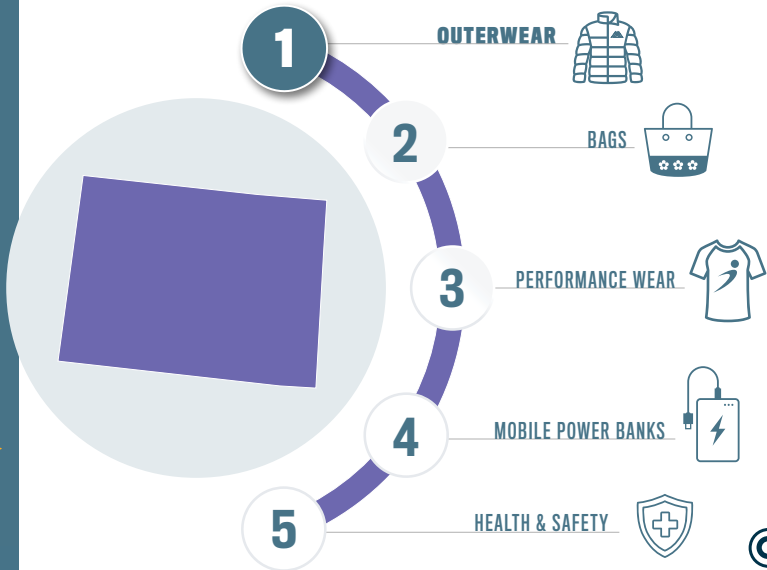
5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF ARKANSAS



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF CALIFORNIA



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF COLORADO



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF CONNECTICUT



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF DELAWARE



1

POLO SHIRTS



2

OUTERWEAR



3

DESK ACCESSORIES



4

HEALTH & SAFETY



5

UMBRELLAS



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF DISTRICT OF COLUMBIA



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF FLORIDA



1

OUTERWEAR



2

DRINKWARE



3

PERFORMANCE WEAR



4

BAGS



5

WRITING INSTRUMENTS



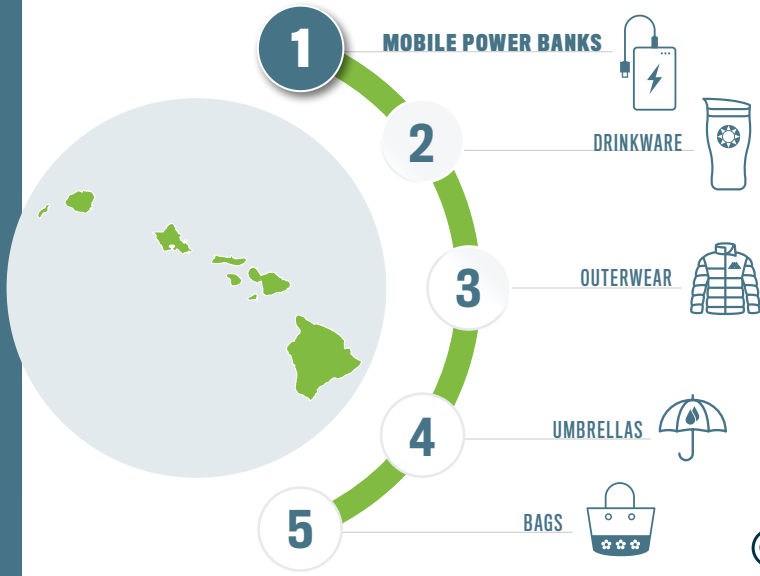
5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF GEORGIA



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF HAWAII



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5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF IDAHO



1

PERFORMANCE WEAR



2

WRITING INSTRUMENTS



3

HEALTH & SAFETY



4

USB DRIVES



5

DESK ACCESSORIES



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF ILLINOIS



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF INDIANA



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF IOWA



1

OUTERWEAR



2

HEALTH & SAFETY



3

DRINKWARE



4

WRITING INSTRUMENTS



5

POLO SHIRTS



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF KANSAS



1

CAPS/HEADWEAR



2

UMBRELLAS



3

DESK ACCESSORIES



4

OUTERWEAR



5

BAGS



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF KENTUCKY



1

OUTERWEAR



2

T-SHIRTS



3

DESK ACCESSORIES



4

PERFORMANCE WEAR



5

HEALTH & SAFETY



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF LOUISIANA



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF MAINE



1

T-SHIRTS



2

WRITING INSTRUMENTS



3

UMBRELLAS



4

CALENDARS



5

PERFORMANCE WEAR



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF MARYLAND



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF MASSACHUSETTS



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF MICHIGAN



1

BAGS



2

OUTERWEAR



3

WRITING INSTRUMENTS



4

UMBRELLAS



5

USB DRIVES



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF MINNESOTA



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF MISSISSIPPI



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF MISSOURI



1

PERFORMANCE WEAR



2

OUTERWEAR



3

POLO SHIRTS



4

UMBRELLAS



5

WRITING INSTRUMENTS



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF MONTANA



1

HEALTH & SAFETY



2

BAGS



3

PERFORMANCE WEAR



4

POLO SHIRTS



5

OUTERWEAR



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF NEBRASKA



1

HEALTH & SAFETY



2

UMBRELLAS



3

OUTERWEAR



4

CAPS/HEADWEAR



5

DRINKWARE



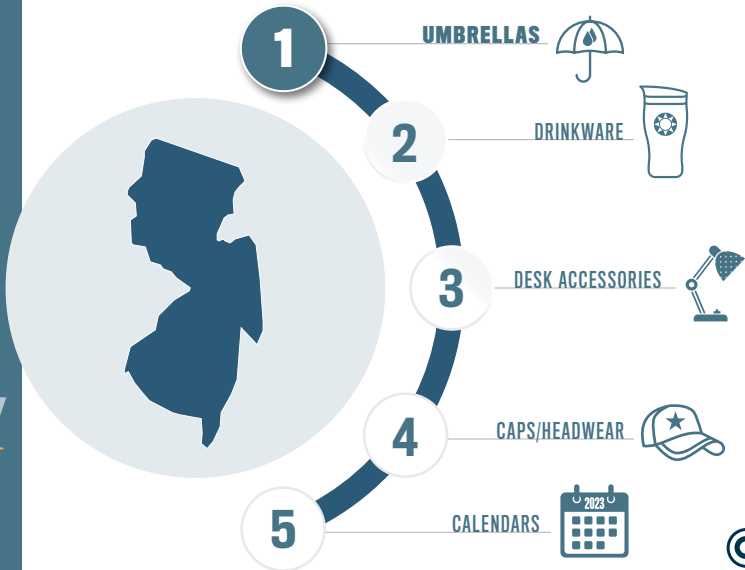
5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF NEVADA



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF NEW HAMPSHIRE



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF NEW JERSEY



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF NEW MEXICO



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF NEW YORK



1

OUTERWEAR



2

DRINKWARE



3

POLO SHIRTS



4

WRITING INSTRUMENTS



5

USB DRIVES



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF NORTH CAROLINA



1

OUTERWEAR



2

POLO SHIRTS



3

UMBRELLAS



4

DRINKWARE



5

HEALTH & SAFETY



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF NORTH DAKOTA



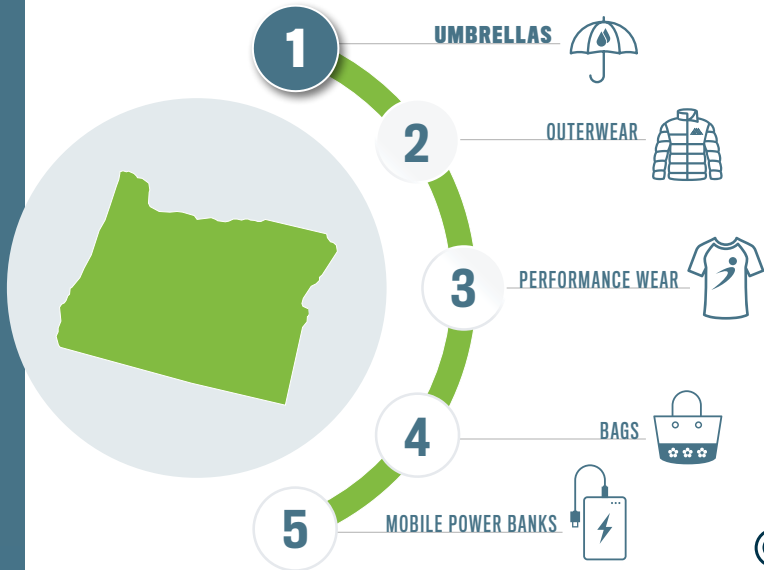
5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF OHIO



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF OKLAHOMA



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF OREGON



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF PENNSYLVANIA



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF RHODE ISLAND



1

DRINKWARE



2

OUTERWEAR



3

CALENDARS



4

UMBRELLAS



5

BAGS



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF SOUTH CAROLINA



1

POLO SHIRTS



2

DESK ACCESSORIES



3

PERFORMANCE WEAR



4

UMBRELLAS



5

DRINKWARE



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF SOUTH DAKOTA



1

OUTERWEAR



2

PERFORMANCE WEAR



3

UMBRELLAS



4

CAPS/HEADWEAR

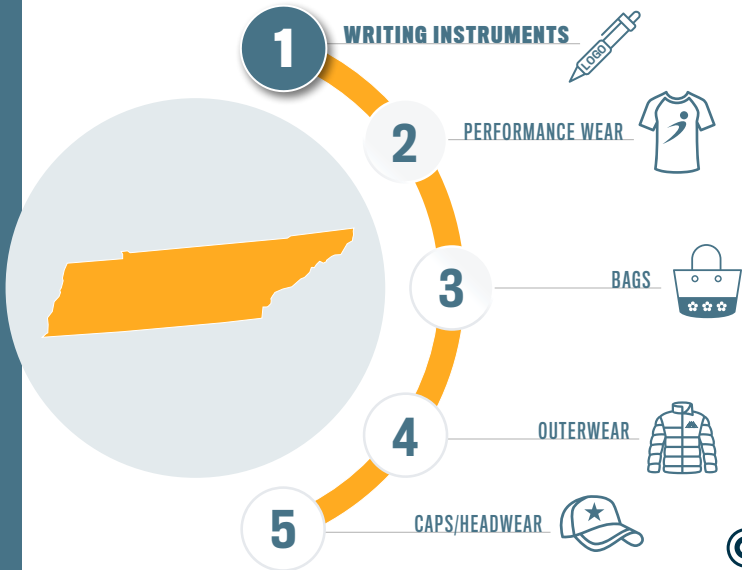


5

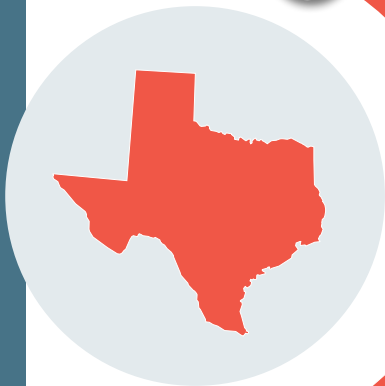
MOBILE POWER BANKS



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF TENNESSEE



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF TEXAS



1

PERFORMANCE WEAR



2

HEALTH & SAFETY



3

POLO SHIRTS



4

OUTERWEAR



5

WRITING INSTRUMENTS



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF UTAH



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF VERMONT



1

PERFORMANCE WEAR



2

CAPS/HEADWEAR



3

POLO SHIRTS



4

T-SHIRTS



5

HEALTH & SAFETY



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF VIRGINIA



1

DRINKWARE



2

UMBRELLAS



3

PERFORMANCE WEAR



4

POLO SHIRTS



5

WRITING INSTRUMENTS



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF WASHINGTON



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF WEST VIRGINIA



1

OUTERWEAR



2

HEALTH & SAFETY



3

PERFORMANCE WEAR



4

BAGS



5

CALENDARS



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF WISCONSIN



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF WYOMING



1

OUTERWEAR



2

BAGS



3

PERFORMANCE WEAR



4

DESK ACCESSORIES

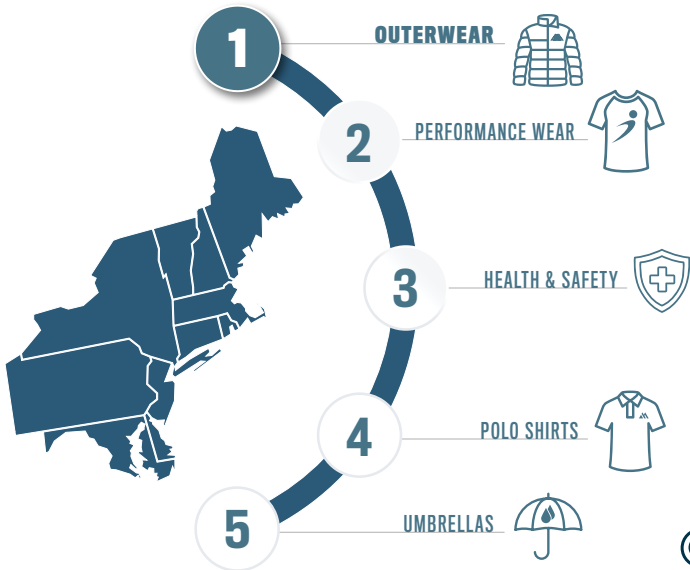


5

HEALTH & SAFETY



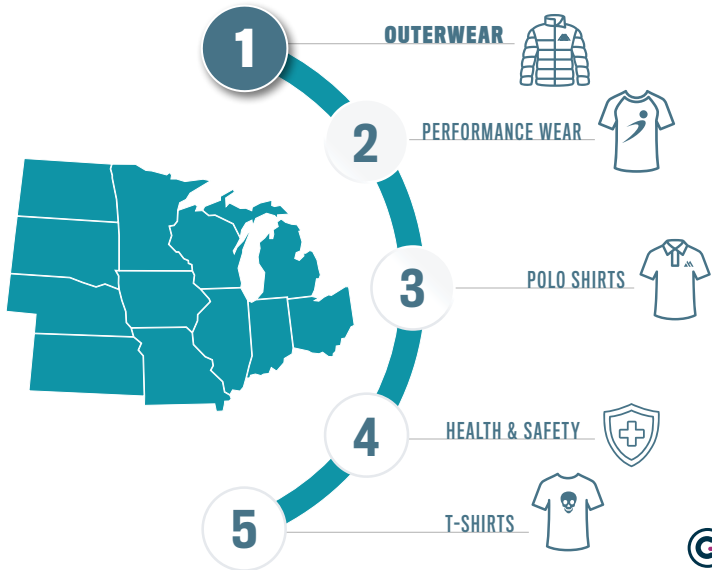
5 MOST INFLUENTIAL PROMO PRODUCTS FOR CONSUMERS IN THE NORTHEAST



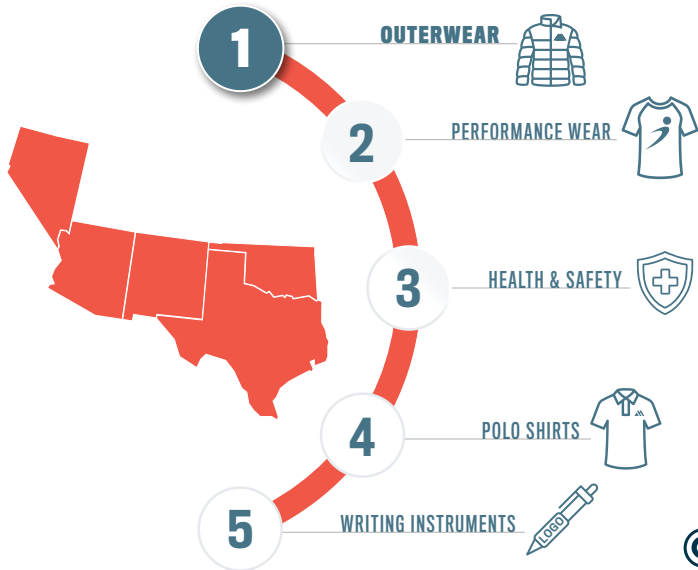
5 MOST INFLUENTIAL PROMO PRODUCTS FOR CONSUMERS IN THE SOUTHEAST



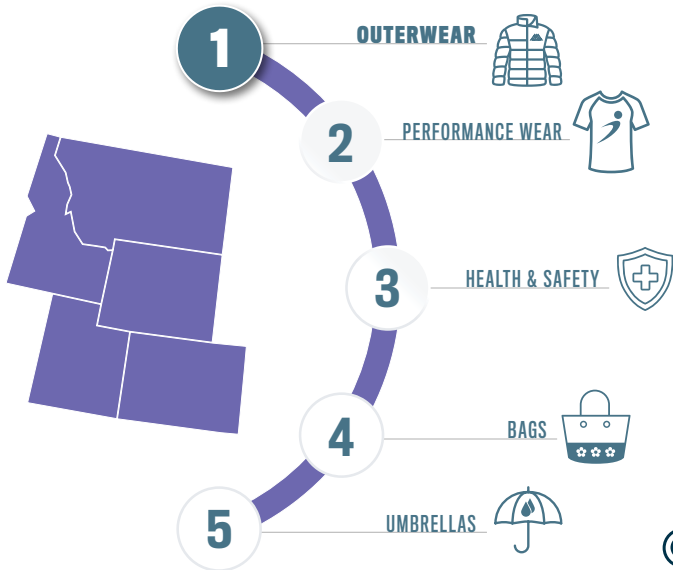
5 MOST INFLUENTIAL PROMO PRODUCTS FOR CONSUMERS IN THE MIDWEST



5 MOST INFLUENTIAL PROMO PRODUCTS FOR CONSUMERS IN THE SOUTHWEST



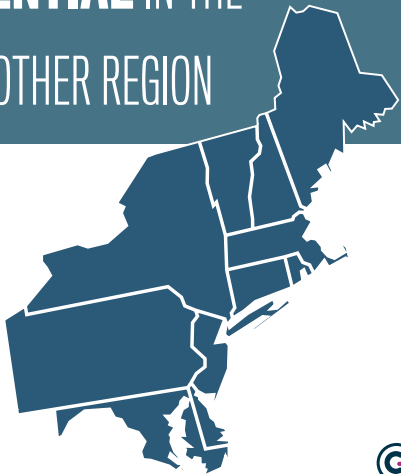
5 MOST INFLUENTIAL PROMO PRODUCTS FOR CONSUMERS IN THE MOUNTAIN REGION



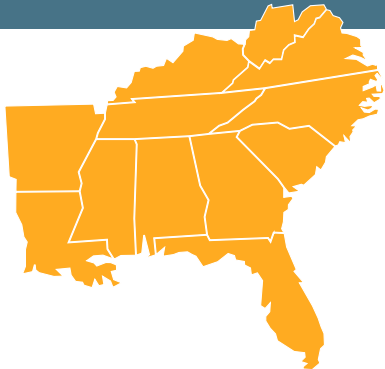
5 MOST INFLUENTIAL PROMO PRODUCTS FOR CONSUMERS IN THE PACIFIC REGION



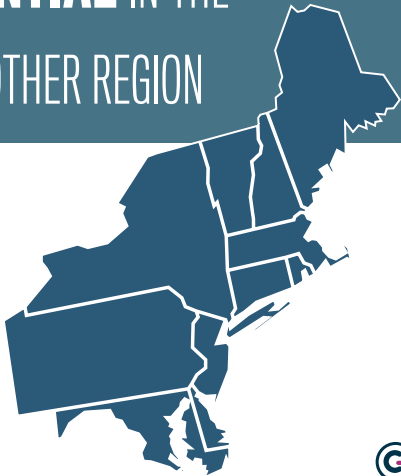
UMBRELLAS ARE MORE INFLUENTIAL IN THE
NORTHEAST **THAN ANY OTHER REGION**



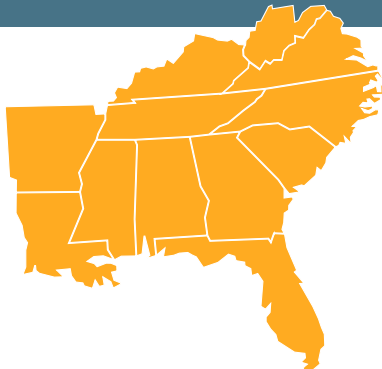
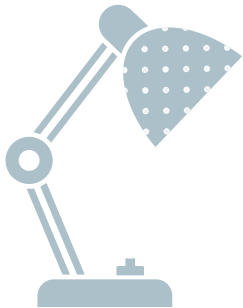
WRITING INSTRUMENTS ARE MORE INFLUENTIAL
IN THE SOUTHEAST THAN ANY OTHER REGION



OUTERWEAR IS MORE INFLUENTIAL IN THE NORTHEAST THAN **ANY** OTHER REGION



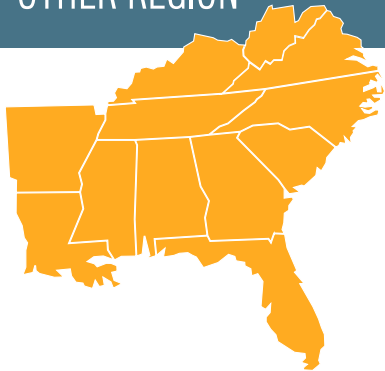
DESK ACCESSORIES ARE MORE INFLUENTIAL IN THE SOUTHEAST THAN ANY OTHER REGION



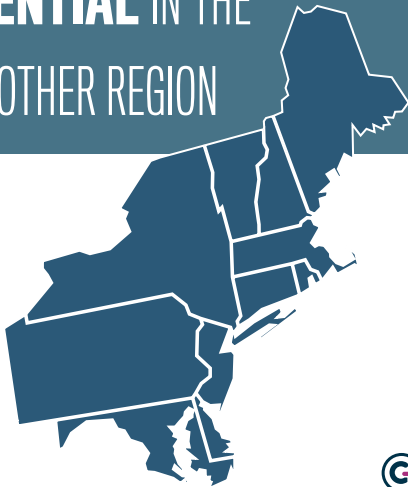
**HEALTH & SAFETY PRODUCTS ARE MORE
INFLUENTIAL IN THE NORTHEAST
THAN **ANY** OTHER REGION**



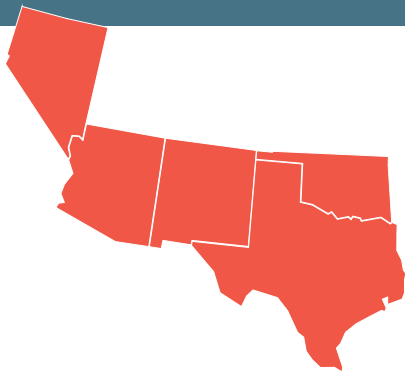
BAGS ARE MORE INFLUENTIAL IN THE SOUTHEAST THAN **ANY** OTHER REGION



USB DRIVES ARE MORE INFLUENTIAL IN THE NORTHEAST THAN ANY OTHER REGION



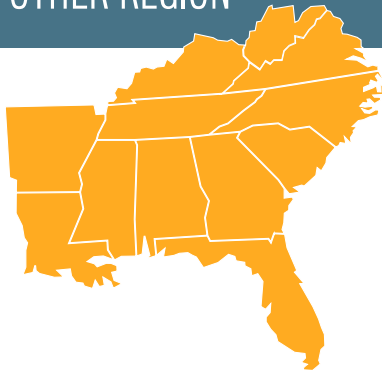
PERFORMANCE WEAR IS MORE INFLUENTIAL IN THE SOUTHWEST THAN **ANY** OTHER REGION



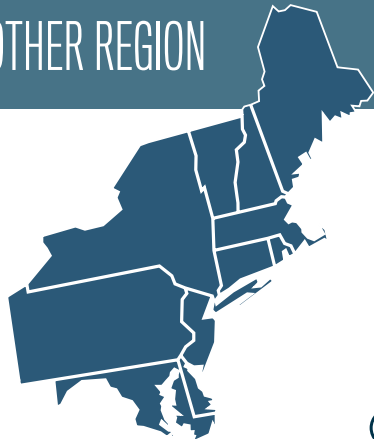
CAPS & HEADWEAR ARE MORE INFLUENTIAL IN THE
NORTHEAST THAN ANY OTHER REGION



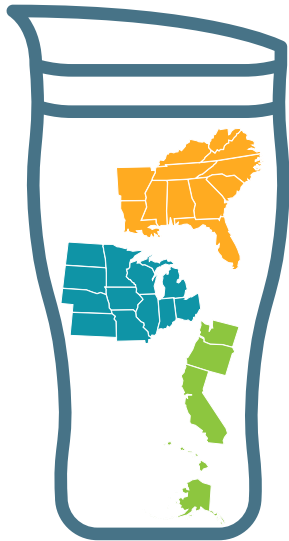
T-SHIRTS ARE MORE INFLUENTIAL IN THE SOUTHEAST THAN ANY OTHER REGION



CALENDARS ARE MORE INFLUENTIAL IN THE NORTHEAST THAN ANY OTHER REGION



**DRINKWARE IS
MORE INFLUENTIAL IN THE
SOUTHEAST,
MIDWEST AND
PACIFIC
THAN **ANY** OTHER REGION**



POLO SHIRTS ARE
MORE INFLUENTIAL IN THE
SOUTHEAST AND
SOUTHWEST
THAN **ANY** OTHER REGION

