



## How can promotional products help you get into people's houses and stay there

### ABSTRACT:

Promotional products may seem trivial, but they are an incredibly simple, inexpensive and powerful tool to attract and retain someone's interest in a brand. Marketers and event organizers are having a long-term love affair with them and for good reasons! Their development and distribution represent a highly effective way to increase a brand's visibility and its image in the consumers' eyes.

It's not just the marketers who say that, research supports this affirmation. Various studies on these items' efficiency revealed that they are prized by almost everyone, they are kept for a long period of time, they are used on a constant basis, they raise a brand's awareness and they have a direct impact on sales.

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**If you take a look around your desk or in your bag, there's a high chance you'll have at least one promotional product on hand. Maybe you are using it right this moment, as you read this. Do you remember who gave it to you? Data shows that, in 71% of the cases, the answer is YES!**

The development and distribution of promotional products represent a highly effective way to increase a brand's visibility and its image in the consumers' eyes. It's not just the marketers and the event organizers, those charged with their distribution, who say it, research supports this affirmation.

The studies conducted by the [Promotional Products Association International \(PPAI\)](#) show that promotional products bring an **up to 69% increase in someone's interest** in a certain brand. Also, **76,3%** of those who receive them have a **favorable attitude** towards the company who offered them. At the same time, **71,6%** of those who are given such items during fairs and workshops **remember the name of the company** who gave them.

It's no wonder that these kind of products are distributed at almost every event, especially since developing them doesn't require a high investment. Simple items, such as notebooks, T-shirts or pens are well-received by everyone. Even more, as they are useful objects that can be used in the day-to-day activities, they are appreciated and kept for a long period of time, ensuring a constant exposure of the brand.

Data gathered by PPAI during a study on their efficiency shows that **90.4%** of the respondents **own at least one promotional product** received in the last 24 months. More than that, they use them! **73%** of those who possess such items said that **they used them at least once in the last week** and **45,2%** of them **use them at least once a day**. **75.4%** of those who received a promotional product **considered the item useful** and **55%** of the respondents **kept it for more than a year**.

If, in a present's case, re-gifting is frowned upon, being considered as tasteless, when it comes to promotional products it's not only done, but it has a positive impact to the brand's image, raising its visibility. At the same time, these items not only help creating and consolidating a company's



reputation, establishing a closer relationship with its target audience, but have a direct impact on sales. Those who receive such items are more inclined to make purchases from the company who offered them.

O study conducted by Baylor University and cited by the [American Marketing Association Baltimore](#) revealed that the salespersons who use promotional products **close 22% more sales** than those who don't. Besides, a study made by L.J. Market researched showed that **52%** of the participants who received a promotional product **made business with that company**, while the rest of **48%** said that they **would be more inclined to enter a business relationship** or start a collaboration with that company in the future due to that gesture.

Quite interesting, isn't it? The reason why these kind of products have such a high impact lies in the human nature itself. According to Jerry McLaughlin, the president of one of the largest promotional products distributors from USA, these items' efficiency is directly correlated with centuries old cultural norms around the rule of reciprocity. **"If you give something, the recipient is honor bound to give something back. In every language and culture, research has found there are really pejorative words for people who get and don't give back. We humans are hard wired to respond if we get something"**, he explained in a news piece published on [The New York Times bogs](#).

At the same time, in marketing there is no word more powerful than "FREE". The gift's value is irrelevant, what matters is to be given for free. A study made by Exhibit Surveys Inc. revealed that booth traffic during an event is **176% higher** if there are promotional products offered.

Of course, in order to bring benefits, these items have to be customized with the company's name or logo. If you decided to use these kind of products for your next event or if you simply decided to keep on using them, **Broda** can help you. This local company provides a wide array of customization services, through simple or laser embroidery, sublimation, pad or screen printing, as well as lanyard printing, so that your items will be easily noticeable.

Apart from the production space, Broda has a 1.500 sq m warehouse, the company always having on hand an internal stock of products, which allows it to deliver complete services. Therefore, you have the option to choose and customize, according to your needs, from textile items, such as caps, T-shirts, scarves, robes or towels, to work equipment, bags and leather car accessories.