

INTRODUCTION

The 2020 ASI Ad Impressions study gives ASI members powerful data proving that promotional products are the most high-impact, cost-effective advertising medium around for their clients. The findings in this study are based on tens of thousands of in-person and online surveys taken by consumers in the U.S. and Canada.

Data collected pre-COVID-19, except for mask data which was collected in mid-August.



CATEGORY SPOTLIGHT

MASKS

Percent of consumers **more likely to do business** with the advertiser who gave them a **promo mask**



18-34

51%



35-54

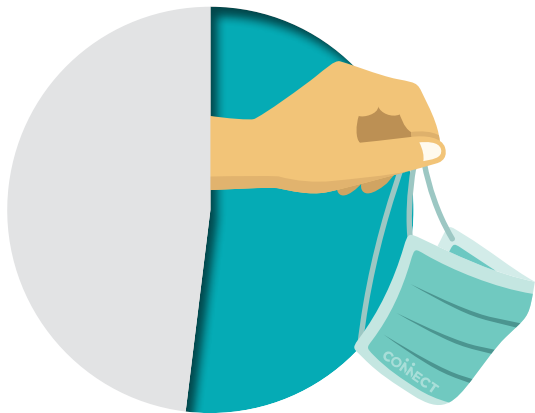
65%



55+

54%





52%

of consumers would
**give a promo mask
away** if they didn't want
it with another **31%**
holding on to it for later

UNITED STATES

LONGEVITY

40%

of consumers who
own **promo products**
report that they
have **kept some for
more than**



YEARS

57%

of consumers who
own **promo products**
report that they
have **kept some**
for more than



YEARS

UNITED STATES

LONGEVITY



45%

of **Baby Boomers** who
own **promo products**
have **kept some for more**
than 10 years

UNITED STATES

LONGEVITY



More than

half

(51%) of Millennials who own
promo products have kept
some for more than 5 years

UNITED STATES

ENVIRONMENTALLY FRIENDLY

Percent who have a more **favorable opinion** of the advertiser if the **promo product** they received was **environmentally friendly**



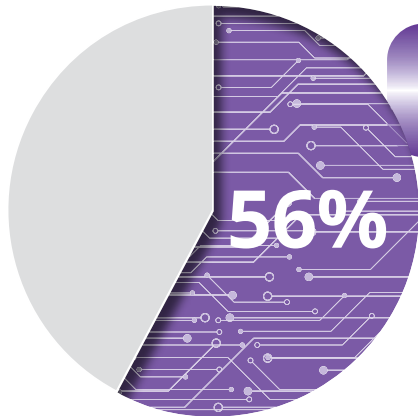
MALE

40%



FEMALE

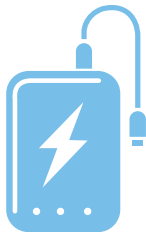
53%



USB



Don't count them out – In 2019, **56%** of consumers would choose a **USB drive** over a **power bank**



Percent of consumers who would choose a **USB drive** over a **power bank**



18-34

50%



35-54

55%



55+

61%



89%
of consumers own
promotional writing instruments



3,000

Number of **impressions**
promotional writing
instruments generate
throughout their lifetime



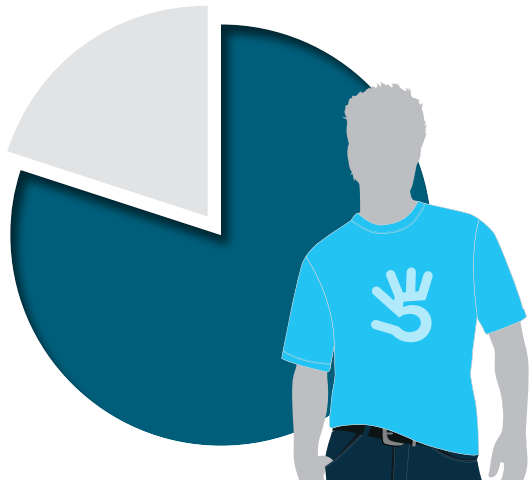
A **logoed pen** that costs **\$1**
will have a CPI of less than

1/10
of a cent





73%
of consumers own
promotional bags



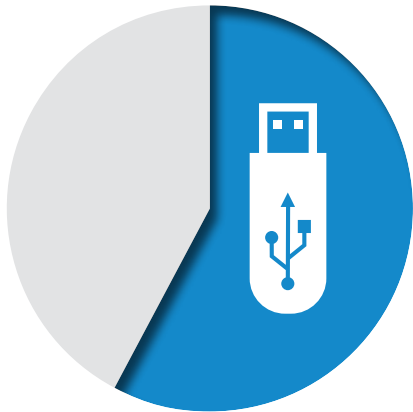
80%
of consumers own
promotional T-shirts



69%
of consumers own
promotional headwear

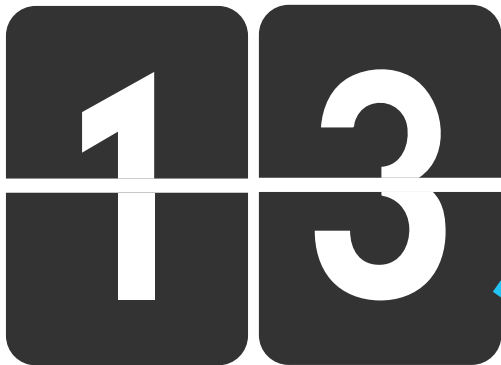


62%
of consumers own
promotional calendars



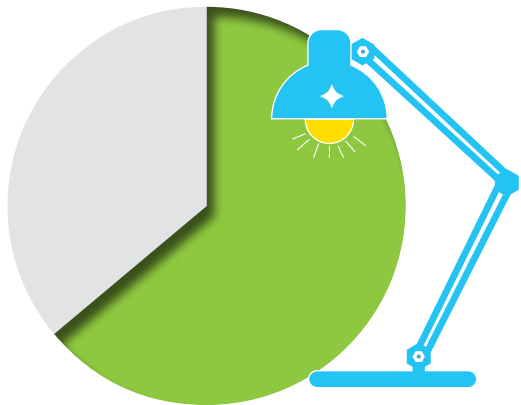
58%
of consumers own
promotional USBs

On average,
promo USBs
are kept

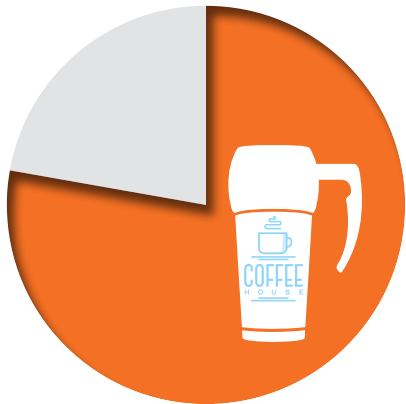


MONTHS



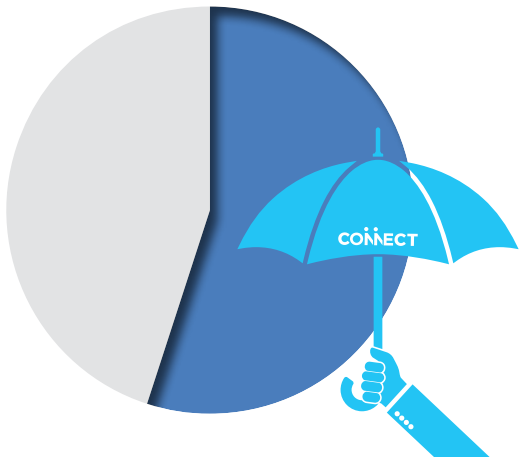


64%
of consumers own
**promotional desk
accessories**

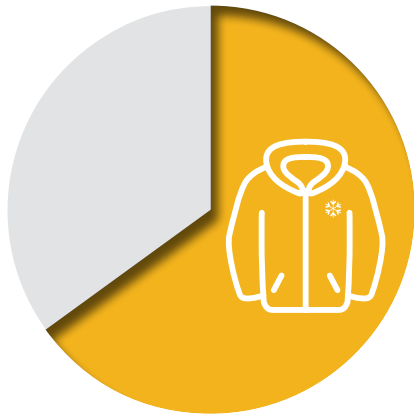


78%

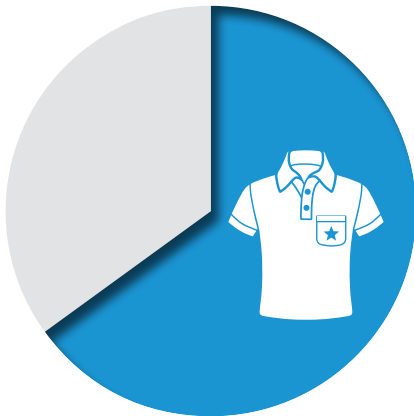
of consumers own
promotional drinkware



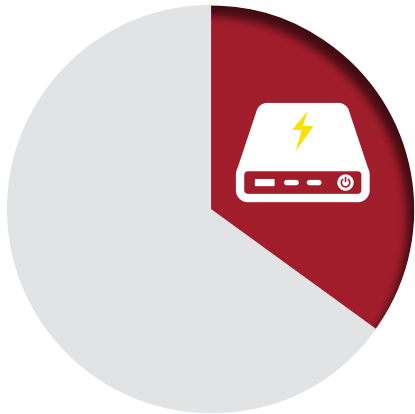
45%
of consumers
own **promotional**
umbrellas



67%
of consumers own
**promotional
outerwear**



65%
of consumers own
**promotional
polo shirts**



33%
of consumers own
**promotional
power banks**

Households own an average of 30 promo products

Number of **promo products** owned by generation

30



MILLENNIALS

34



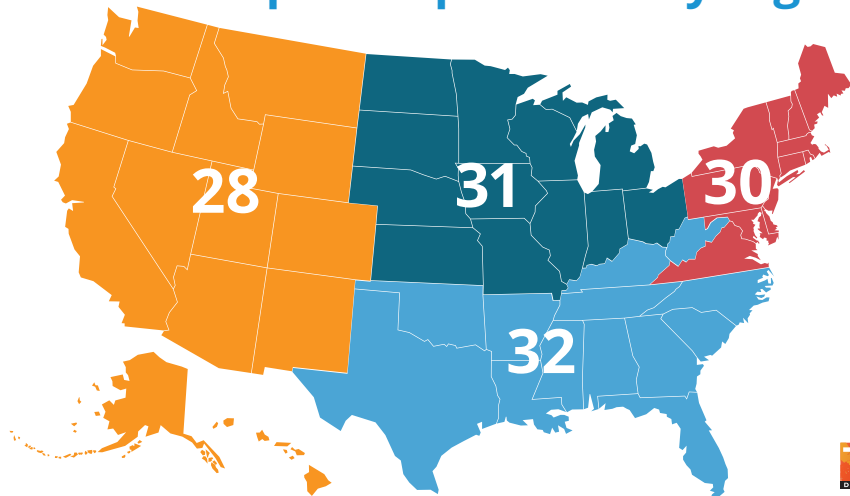
GEN X

28



BABY BOOMERS

Number of promo products by region



Promotional products are the most highly regarded form of advertising

Ranking from most liked to least liked





The World Remembers

85%

of promo product recipients
remember the advertiser
worldwide

Recall is highest for apparel items, as **85%** recall the advertiser that gave them a shirt or hat

