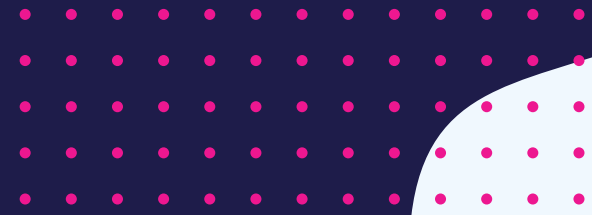


DELTA MARKETING GROUP

The Most Popular Promotional Products **2021**



The Basics

your promotional
product foundation

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

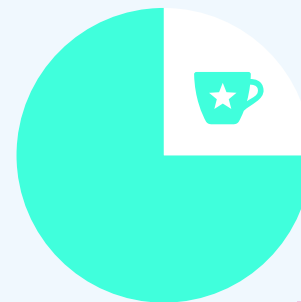


40%

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



YEARS



23%

of consumers reported that they
PURCHASED a promotional product
in the last year



Masks

the year's newest and biggest star

80%

of consumers wear **masks** all or most of the time when in public

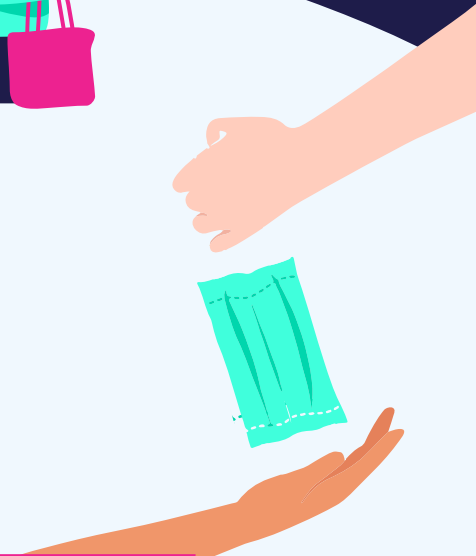


4,235

the number of **impression per promo** mask over its anticipated lifetime

57%

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



Eco-Friendly

important, now more than ever

31%

of women report they purchased more environmentally friendly products in 2019 than they did in 2018



46%

of consumers have a more favorable opinion of an advertiser if the promo product they received was environmentally friendly

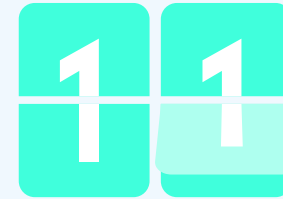


promo drinkware that costs \$7 will have a CPI of under

1/2 of a cent



promotional bags are kept an average of



MONTHS

promotional drinkware is kept an average of



MONTHS



leading reasons a consumer keeps a promotional bag



3,300

the number of impressions promotional bags generate throughout their lifetime

Apparel

wear your favorite brand
on your sleeve



80% of consumers own
promotional t-shirts

promotional headwear
is kept an average of

10
MONTHS



promotional t-shirts
are kept an average of

14
MONTHS



promotional outerwear
is kept an average of

16
MONTHS



6,100

the number of impressions
promotional outerwear generates
throughout their lifetime



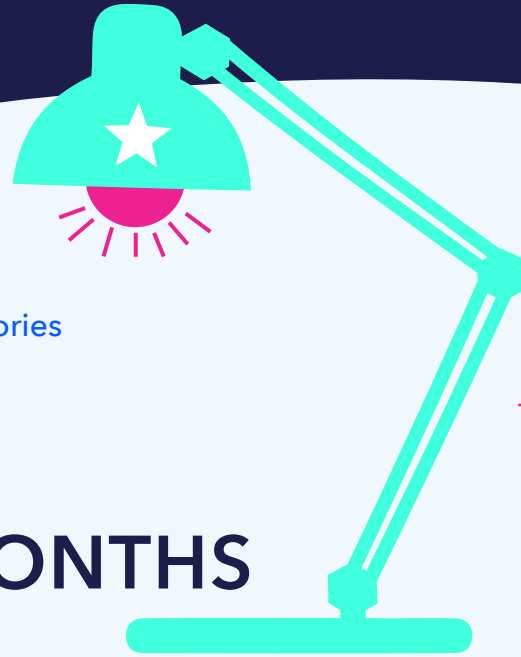
3,400

the number of impressions
promotional t-shirts and headwear
generate throughout their lifetime



Desk Accessories

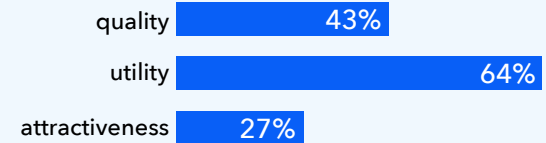
how to feel at home in your remote office



promotional desk accessories are kept an average of

13 MONTHS

leading reasons a consumer keeps a promotional desk accessory



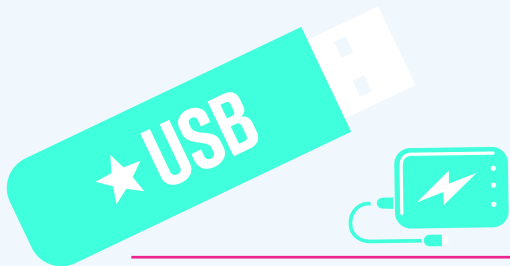
a promo calendar that costs \$3 will have a CPI of only

3/10 of a cent

52% of promotional calendars are kept



1 YEAR OR MORE



56%

of consumers would choose a USB drive over a power bank

3,000

the number of impressions promotional writing instruments generate throughout their lifetime



ASI RESEARCH