



# 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



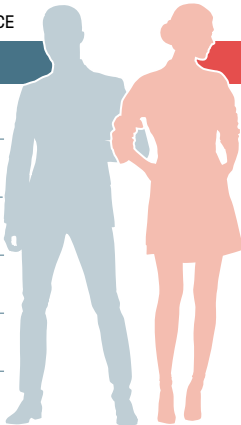
5. Mobile advertising



6. Television advertising



7. Internet advertising



## WOMEN

### 1. Promotional Products



2. Radio advertising



3. Newspaper advertising



4. Television advertising



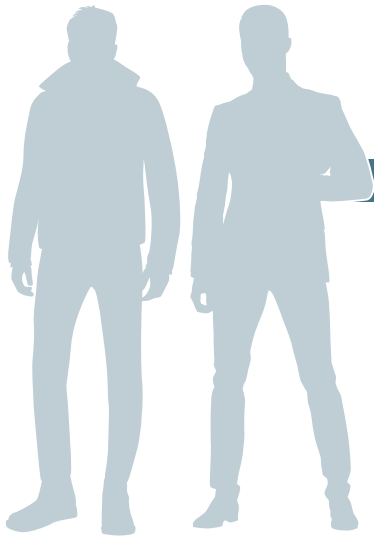
5. Magazine advertising



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



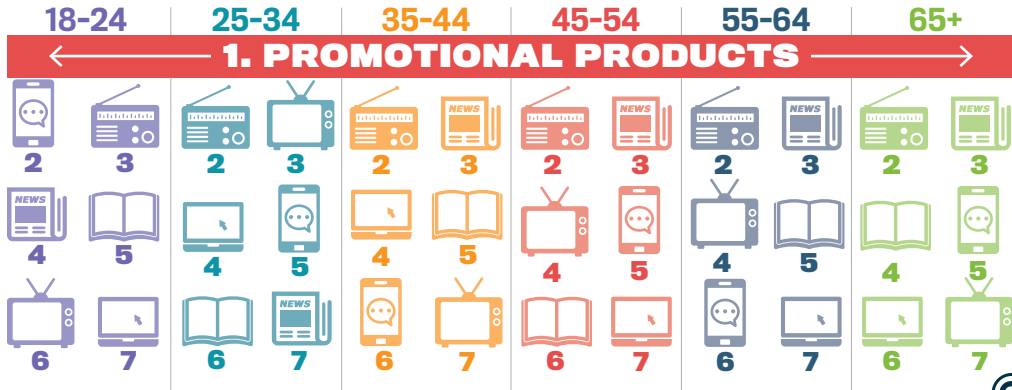
6. Mobile advertising



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



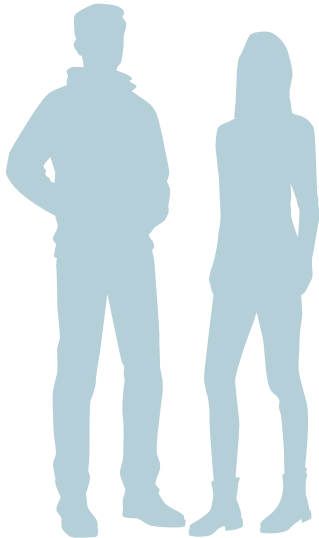
5. Magazine advertising



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



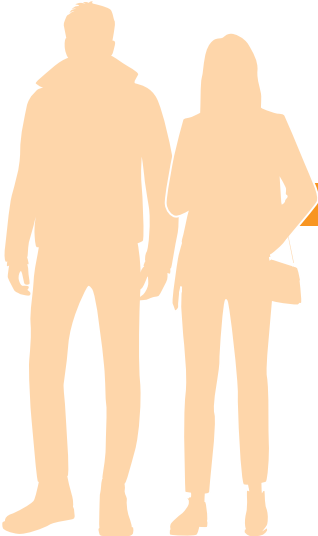
5. Mobile advertising



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



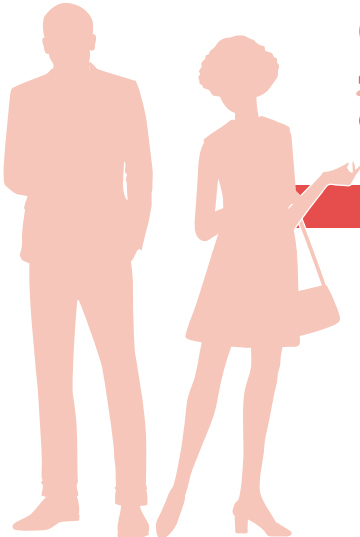
5. Magazine advertising



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



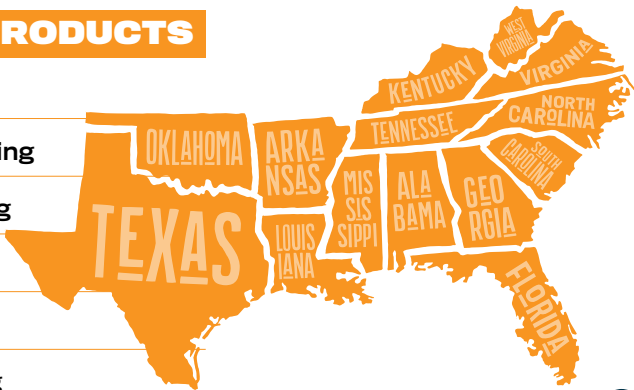
5. Internet advertising



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

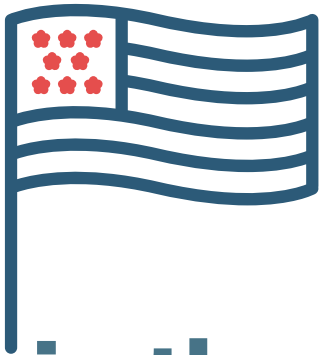


6. Television advertising



7. Internet advertising



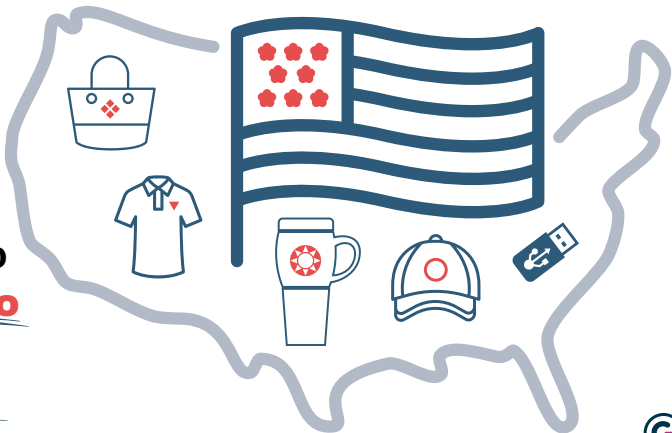


**Made in the USA**

# MADE IN THE USA

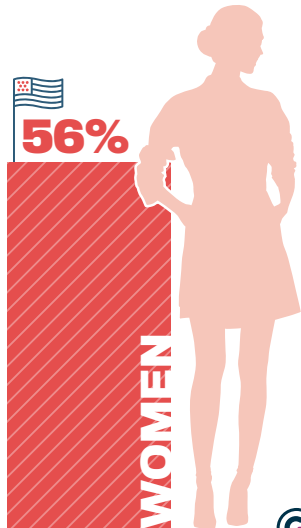
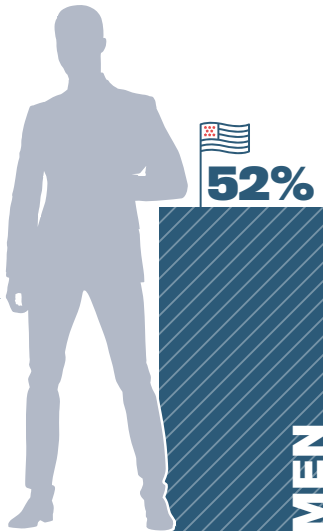
# 54%

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

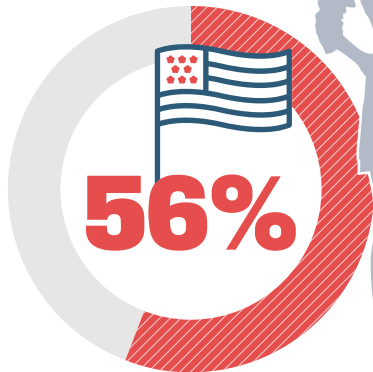


# MADE IN THE USA

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**

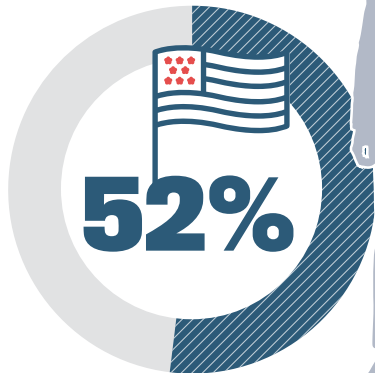


# MADE IN THE USA



**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

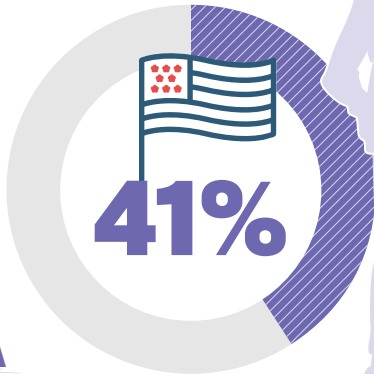


**More than half**  
of **men** would  
feel more **favorable**  
about the advertiser  
who gave them a  
**promo product** if it  
was **Made in the USA**



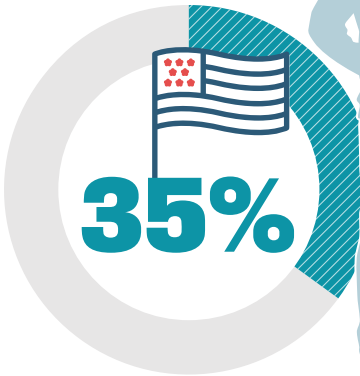
# MADE IN THE USA

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



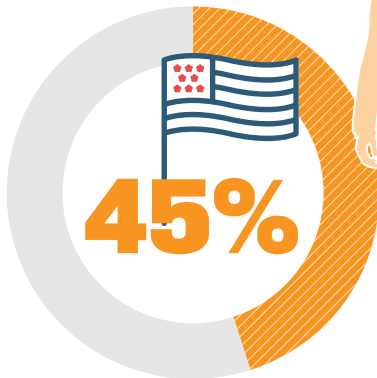
# MADE IN THE USA

**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**



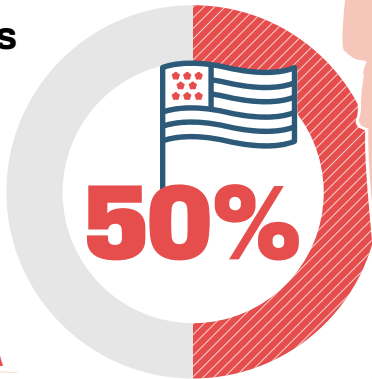
# MADE IN THE USA

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



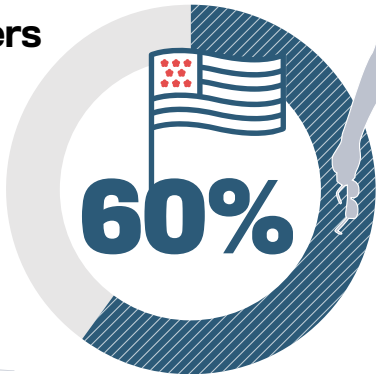
# MADE IN THE USA

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



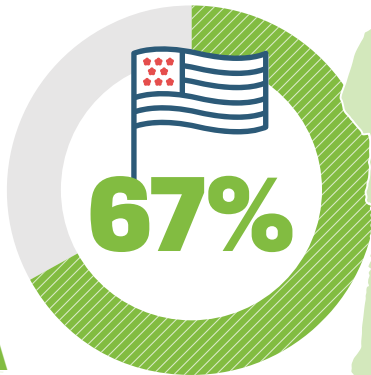
# MADE IN THE USA

**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

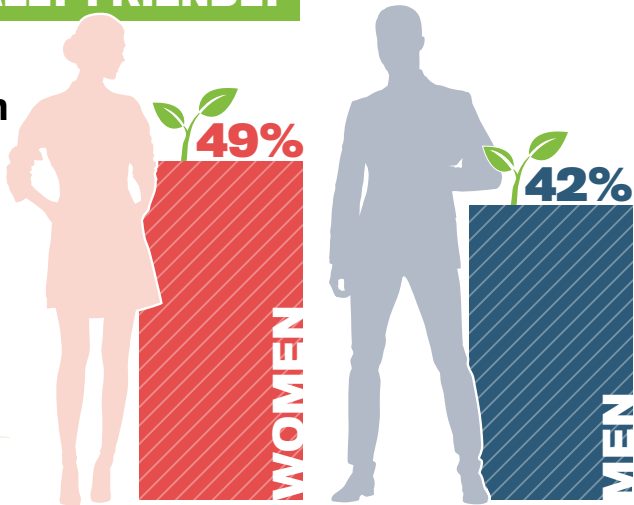
# 46%

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



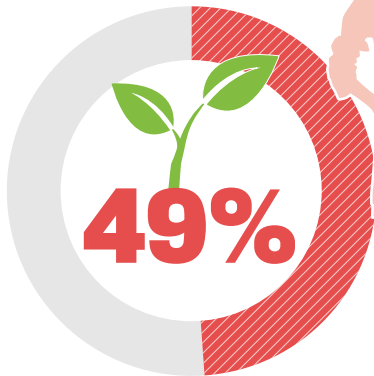
# ENVIRONMENTALLY FRIENDLY

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



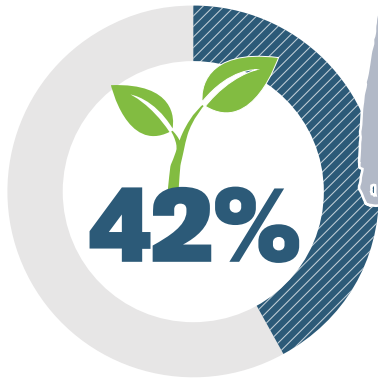
# ENVIRONMENTALLY FRIENDLY

**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**





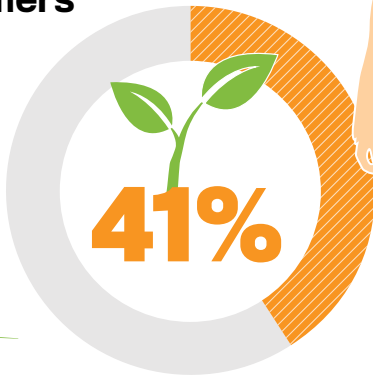
# ENVIRONMENTALLY FRIENDLY

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



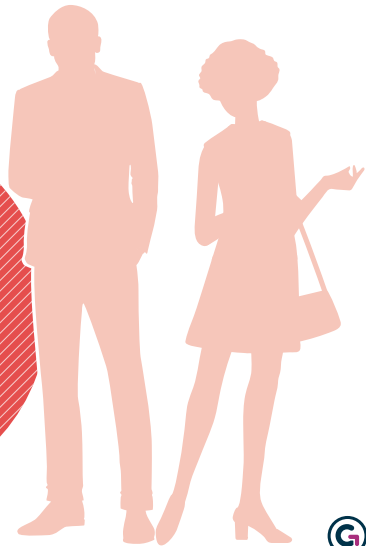
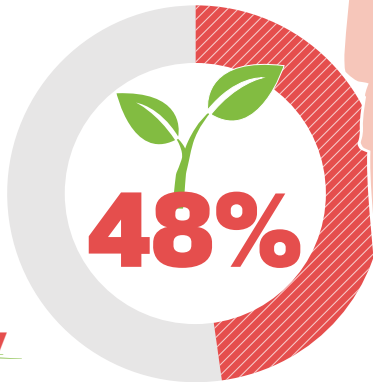
# ENVIRONMENTALLY FRIENDLY

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



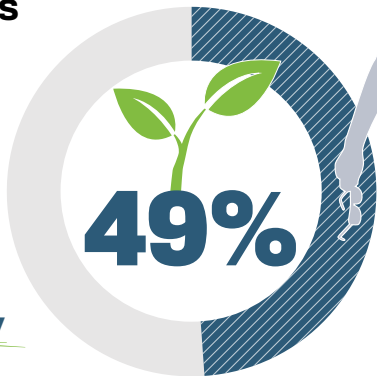
# ENVIRONMENTALLY FRIENDLY

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



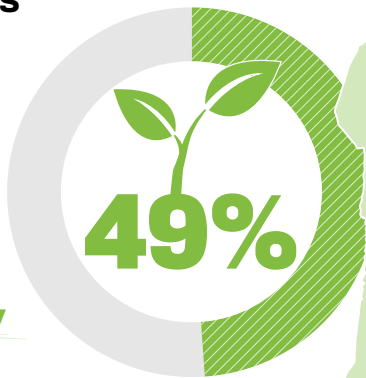
# ENVIRONMENTALLY FRIENDLY

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

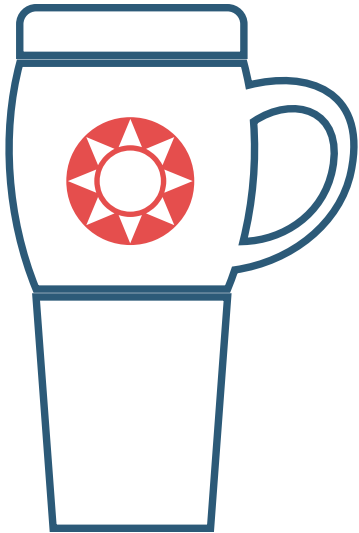
# 61%

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!



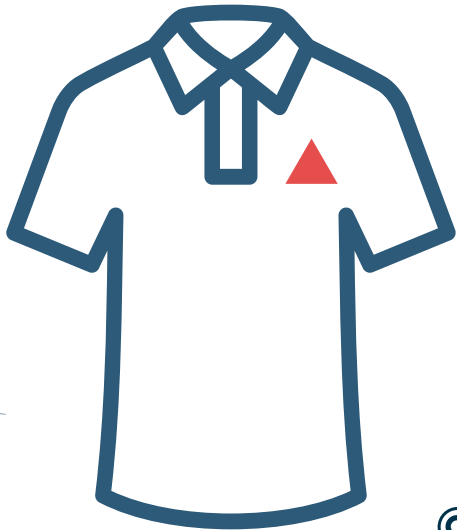
# 54%

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



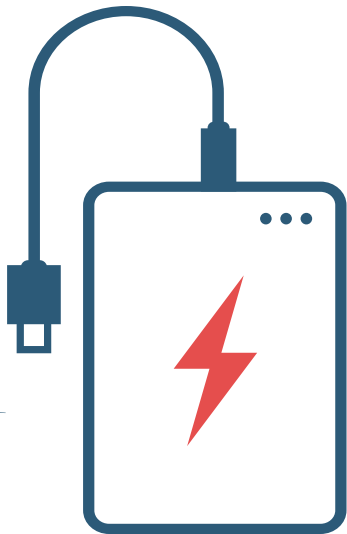
# 62%

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



# 51%

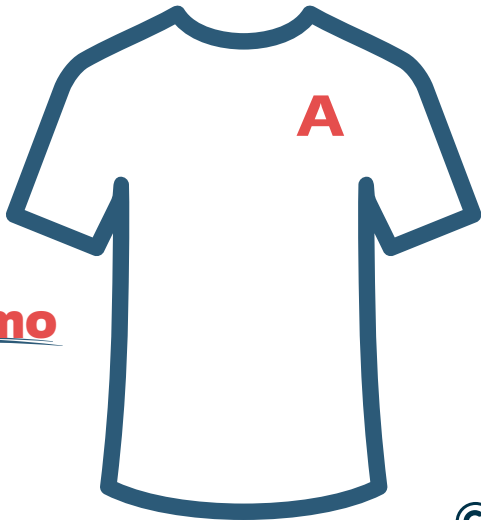
of consumers would  
keep and use a promo  
power bank for 2 years  
or longer!





# 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!



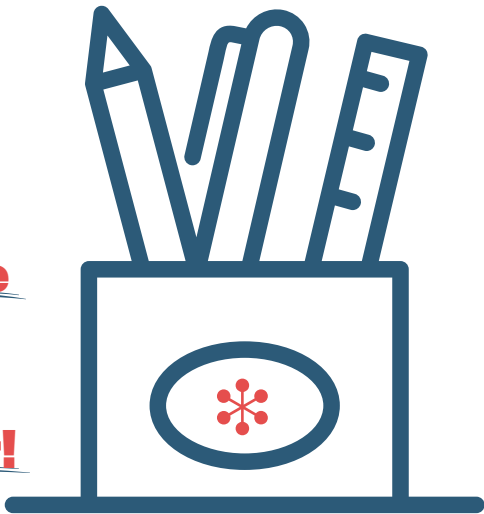
# 44%

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



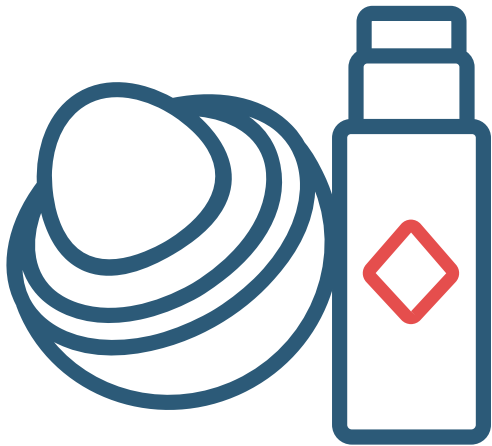
# 52%

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

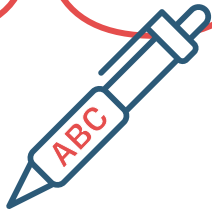


# Writing Instruments generate

# 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!**

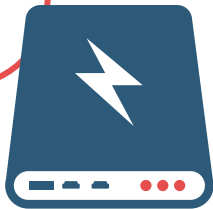
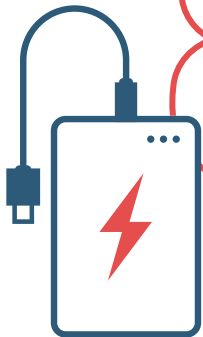




# Power Banks generate

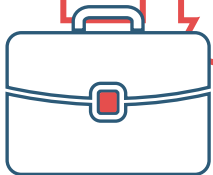
# 870

**impressions  
over their lifetime!**



# Bags generate

# 1940



**impressions  
over their lifetime!**



# Outerwear/fleece generates

# 7,856



**impressions  
over its lifetime!**

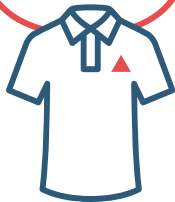


# Polo shirts generate

# 2,106



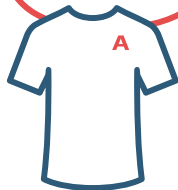
**impressions  
over their lifetime!**



# T-shirts generate

5,053

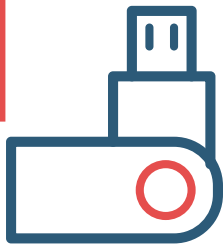
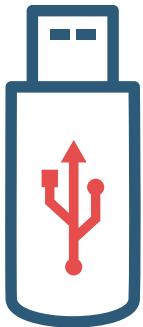
**impressions  
over their lifetime!**



# USB Drives generate

# 851

**impressions  
over their lifetime!**



# Calendars generate

# 673

**impressions  
over their lifetime!**



# Desk Accessories generate

2,314



**impressions  
over their lifetime!**



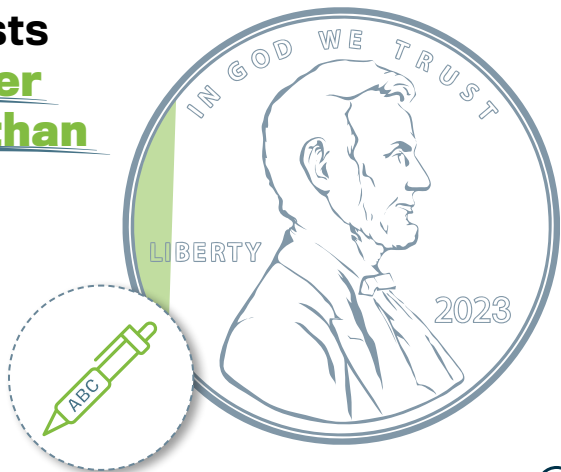




# Cost Per Impression

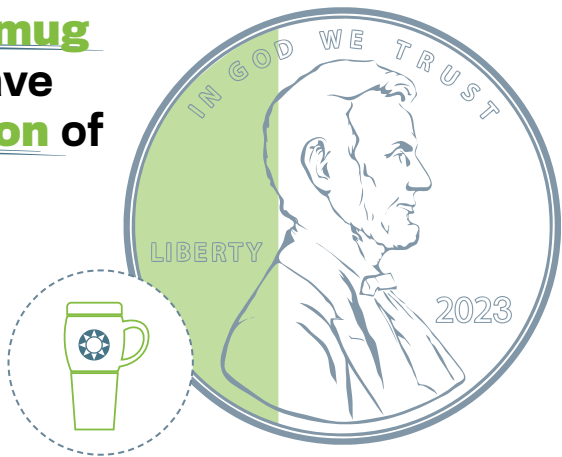
A metal pen that costs  
\$1 will have a cost per  
impression of less than

1/10  
of a cent!



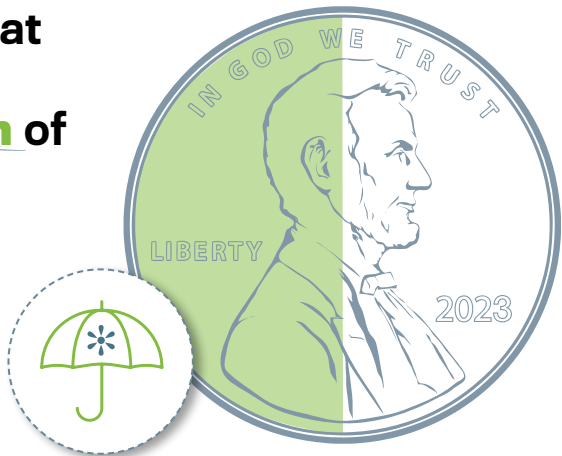
An insulated travel mug  
that costs \$10 will have  
a cost per impression of

1/3  
of a cent!



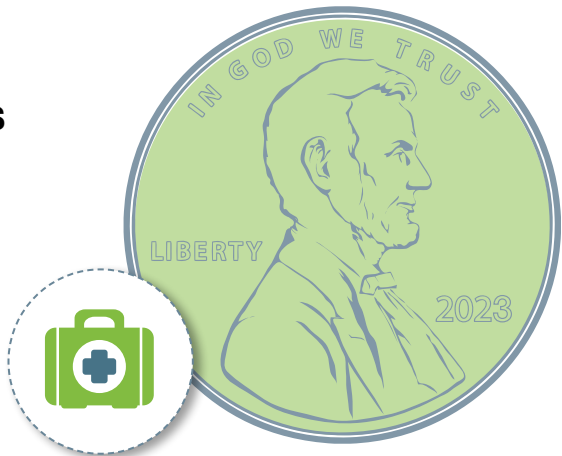
A travel umbrella that  
costs \$10 will have a  
cost per impression of

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

1cent!





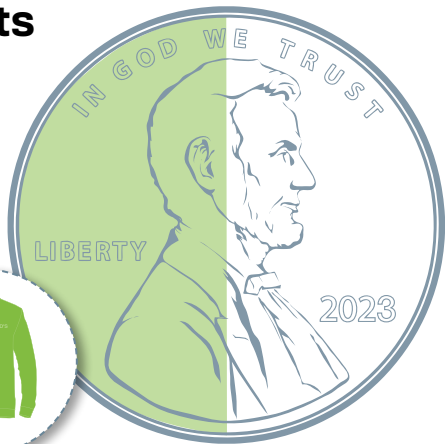
A nonwoven tote bag  
that costs \$2 will have a  
cost per impression of

**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!



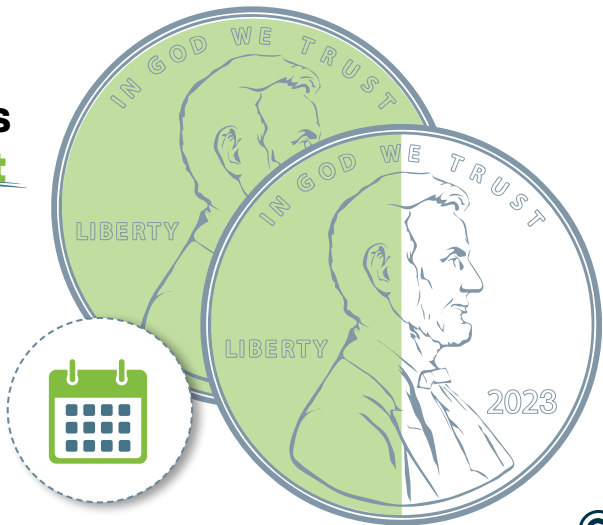
A **1GB USB flash drive**  
that costs **\$5** will have a  
**cost per impression** near

**1/2**  
**of a cent!**



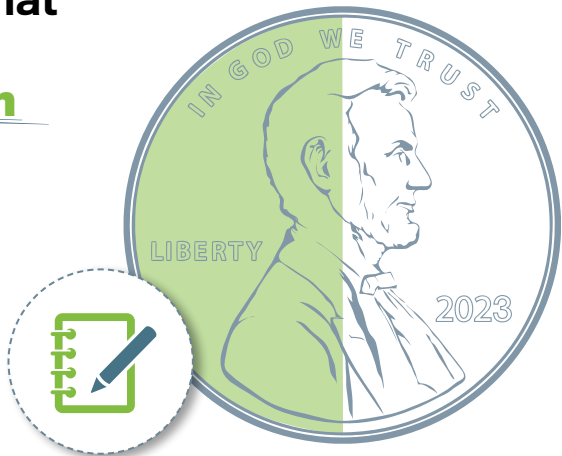
**A 12-month wall  
calendar that costs  
\$10 will have a cost  
per impression of**

**1.5  
cents!**



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

**1/2**  
of a cent!



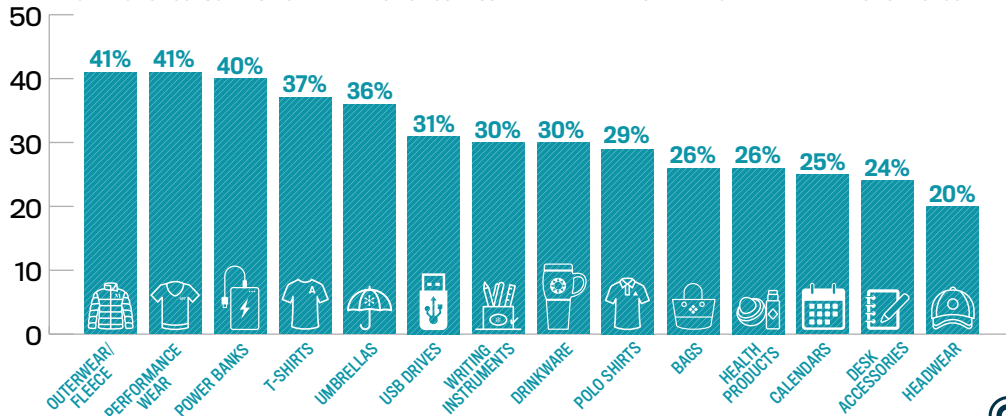


# **Impact on Business**



# 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!**





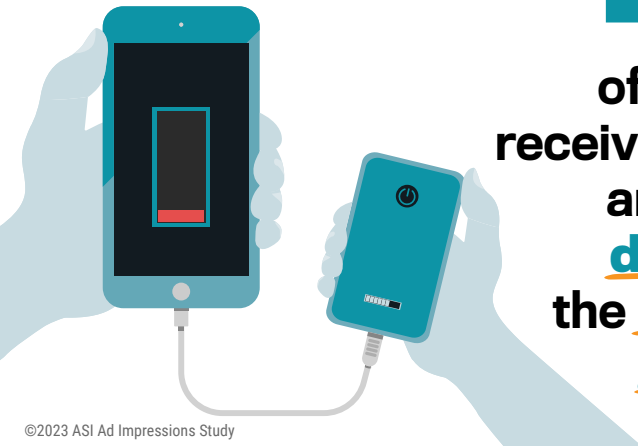
# 31%

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%

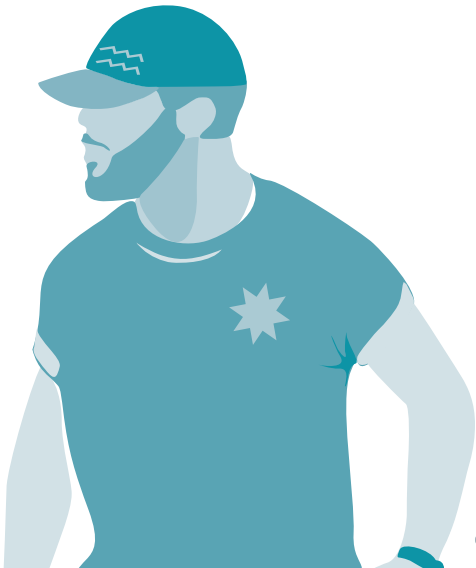
of consumers who receive  
a Desk Accessory  
are more likely to  
do business with  
the advertiser who  
gave it to them!





**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!





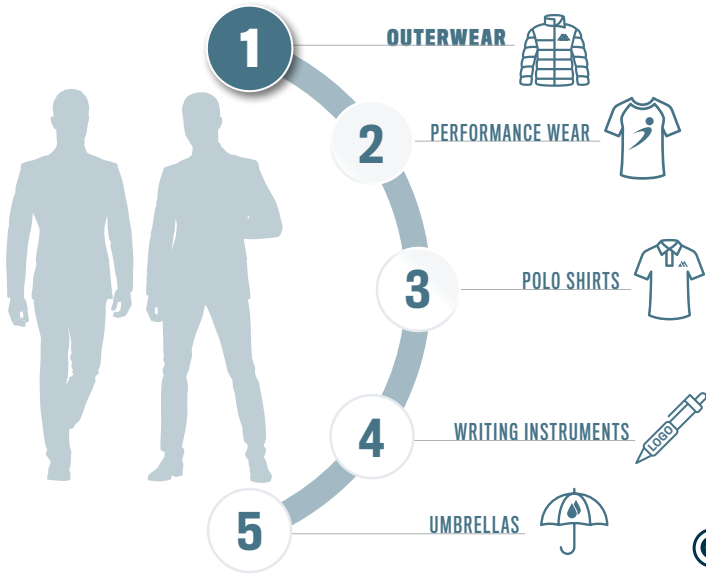
**29%**  
of consumers who  
receive a **Polo Shirt**  
are more **likely to do**  
**business** with the  
**advertiser who gave**  
**it to them!**



# Most Influential Products



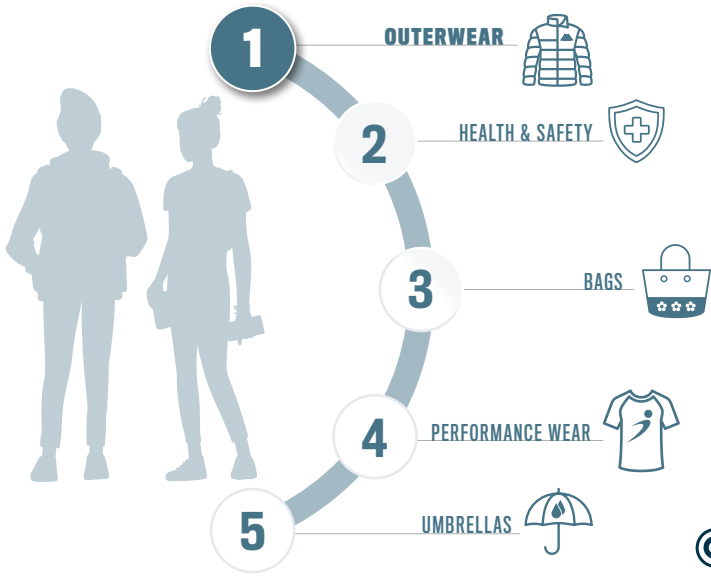
# 5 MOST INFLUENTIAL PROMO PRODUCTS AMONG MEN



# 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



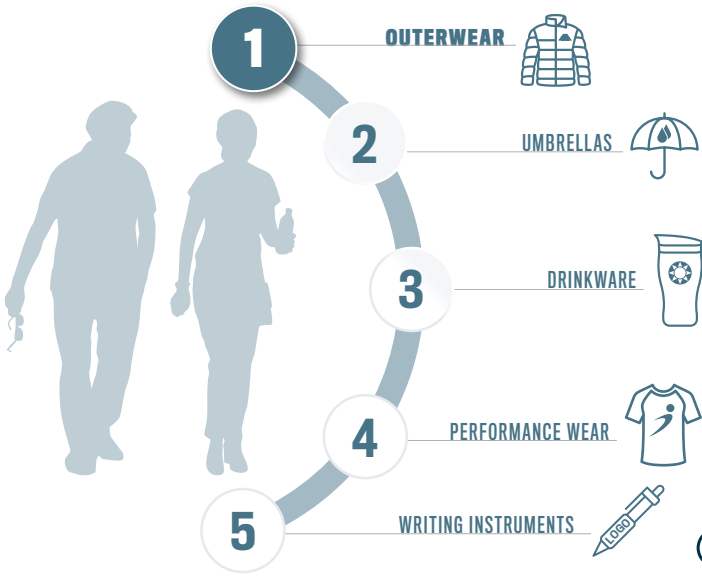
# 5 MOST INFLUENTIAL PROMO PRODUCTS AMONG CONSUMERS 35-44 YEARS OLD



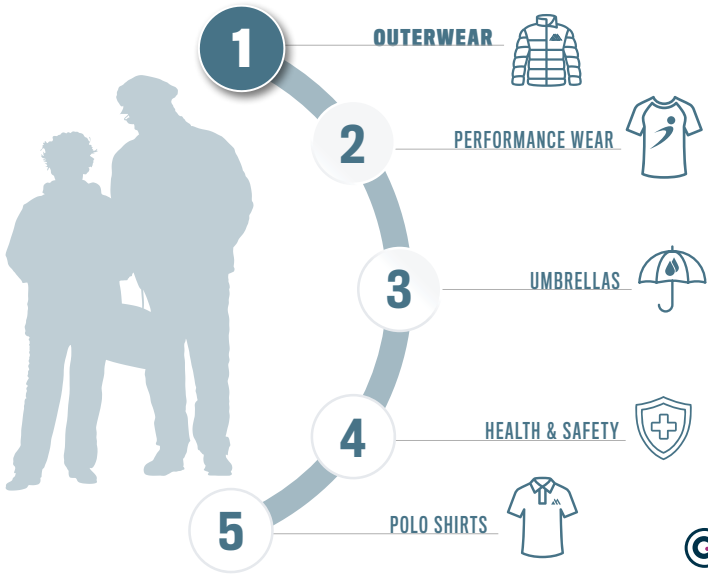
# 5 MOST INFLUENTIAL PROMO PRODUCTS AMONG CONSUMERS 45-54 YEARS OLD



# 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

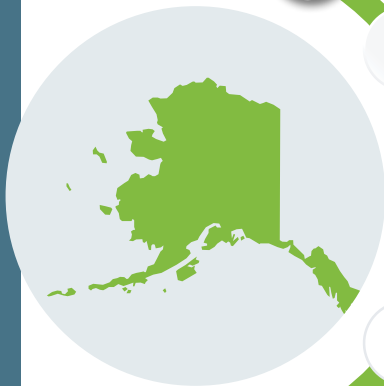


5

WRITING INSTRUMENTS



# 5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF ALASKA



1

HEALTH & SAFETY



2

DRINKWARE



3

CAPS/HEADWEAR



4

PERFORMANCE WEAR



5

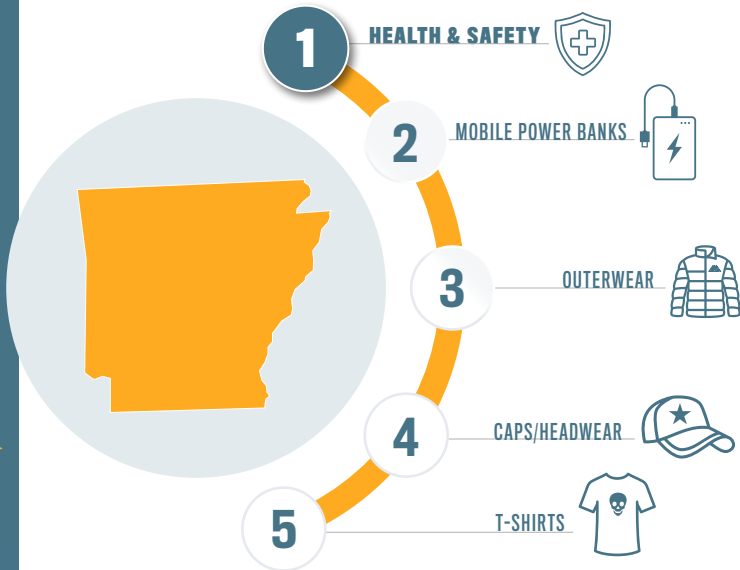
OUTERWEAR



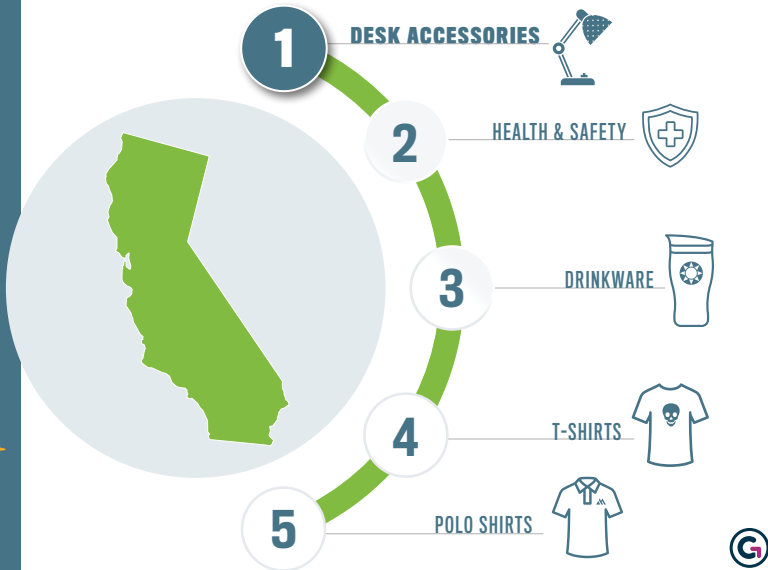
# 5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF ARIZONA



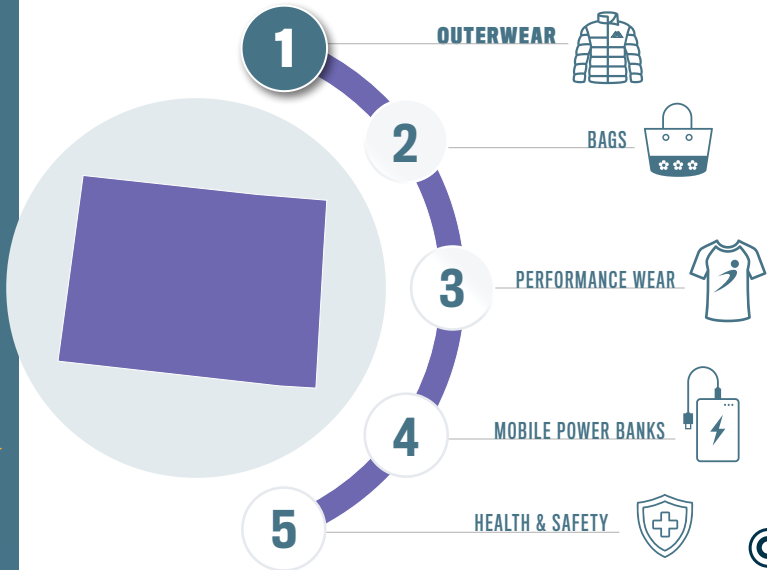
# 5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF ARKANSAS



# 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





# 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

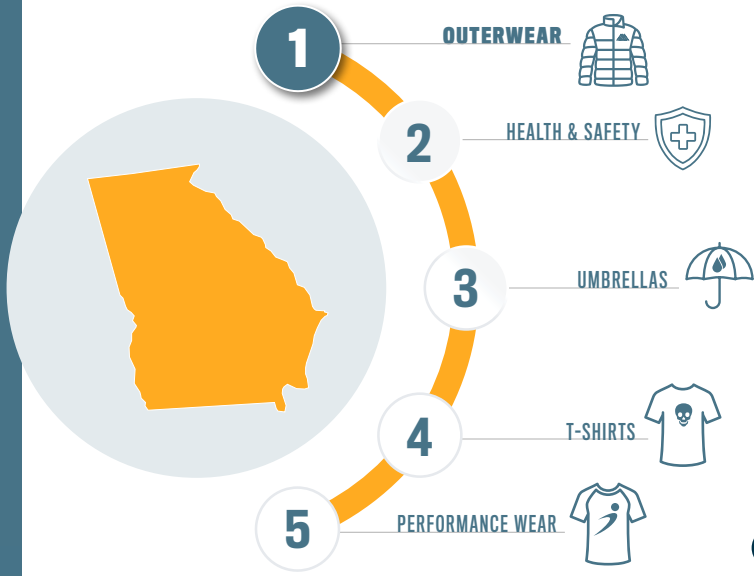


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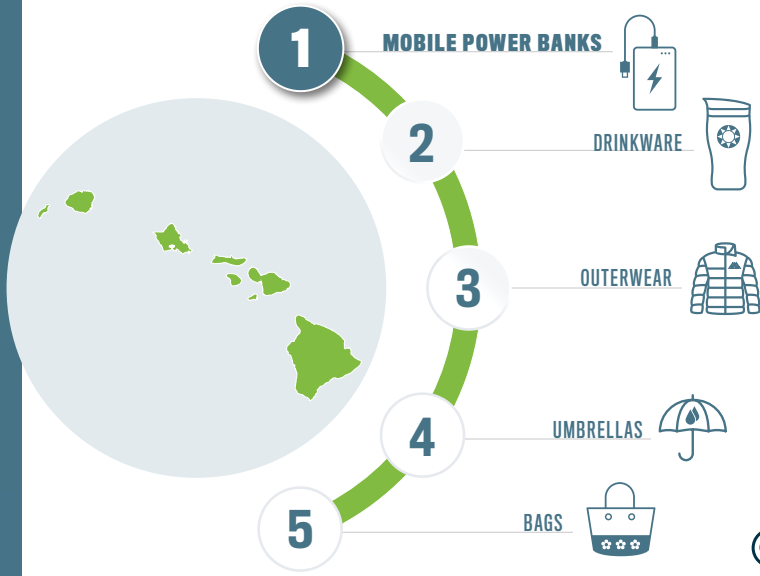
WRITING INSTRUMENTS



# 5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF GEORGIA



# 5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF HAWAII



# 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

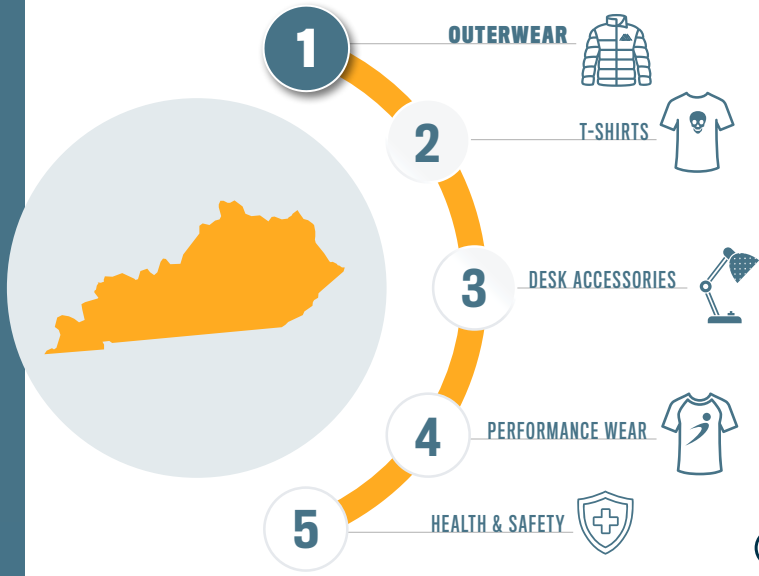


5

BAGS



# 5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF KENTUCKY



# 5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF LOUISIANA



# 5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF MAINE



# 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



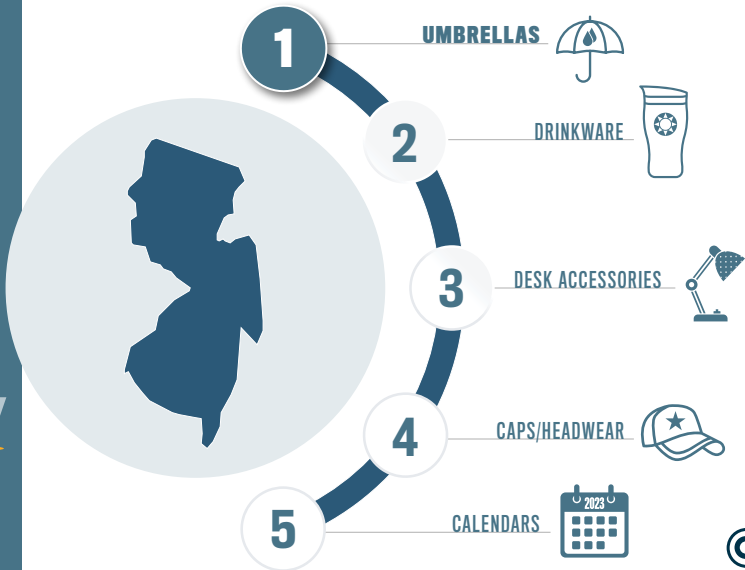
# 5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF NEVADA



# 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

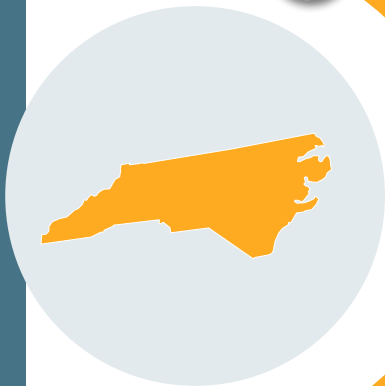


5

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



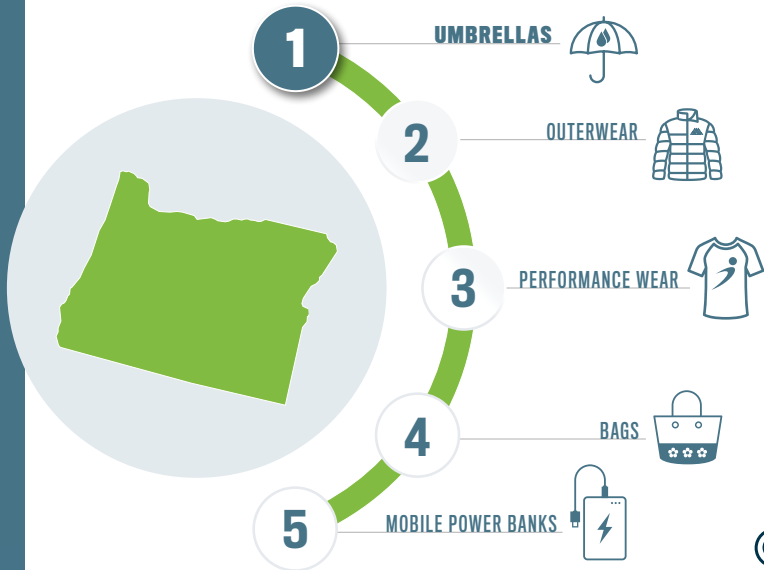
# 5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF OHIO



# 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

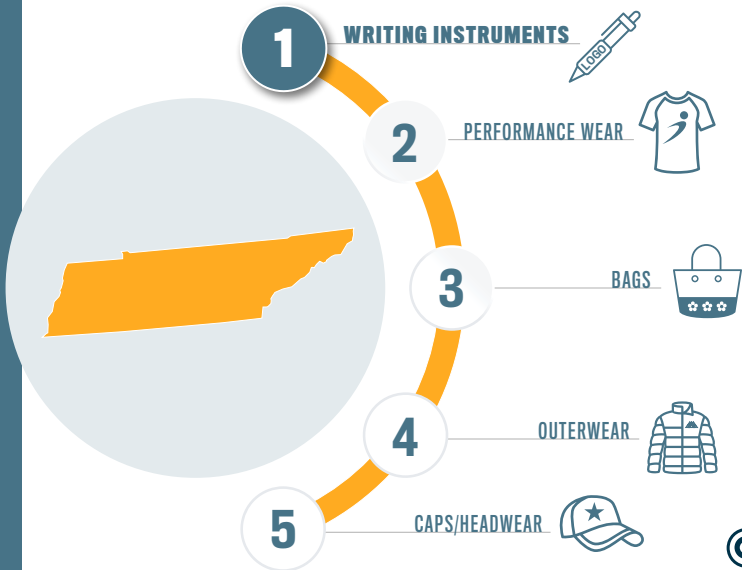


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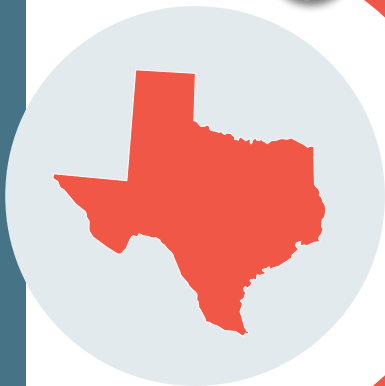
MOBILE POWER BANKS



# 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

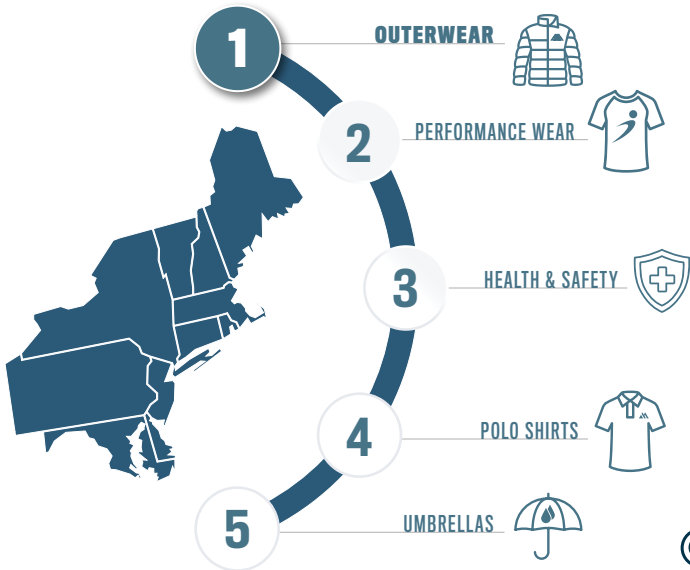


5

HEALTH & SAFETY



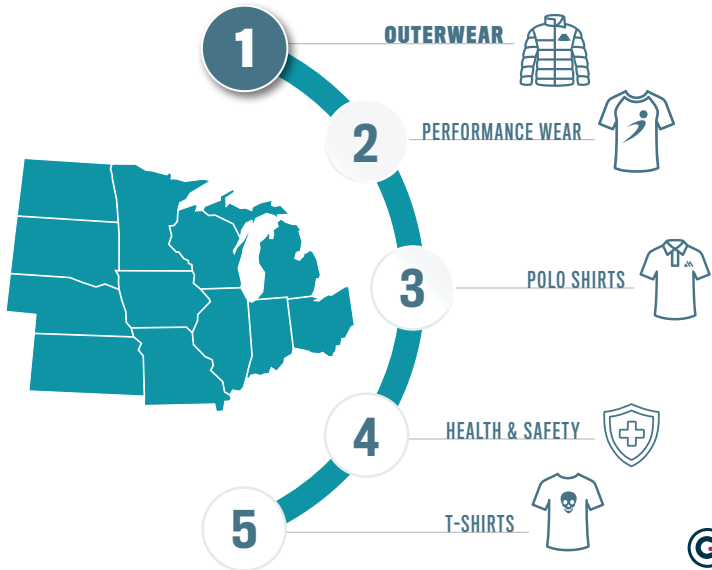
# 5 MOST INFLUENTIAL PROMO PRODUCTS FOR CONSUMERS IN THE NORTHEAST



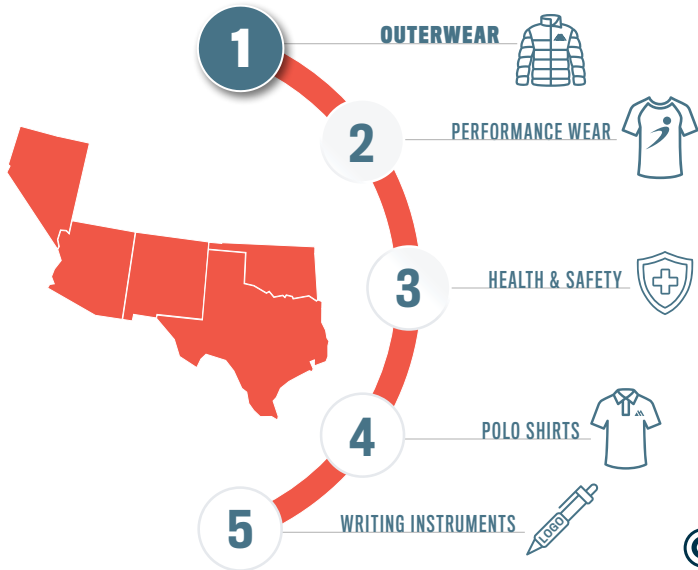
# 5 MOST INFLUENTIAL PROMO PRODUCTS FOR CONSUMERS IN THE SOUTHEAST



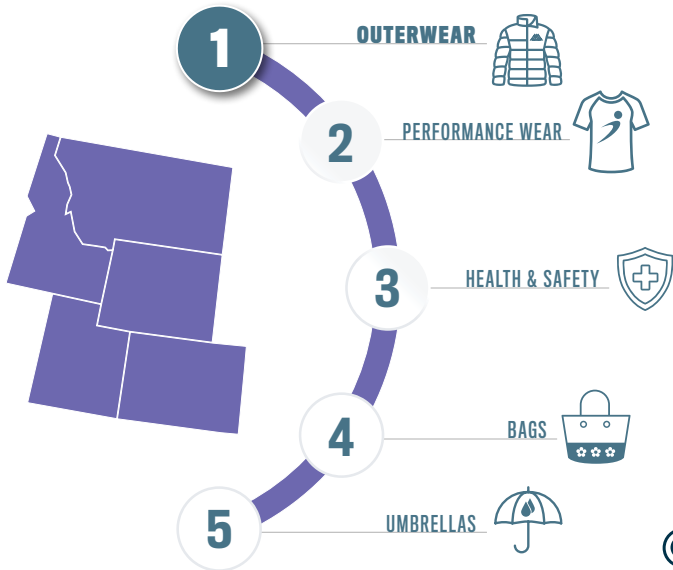
# 5 MOST INFLUENTIAL PROMO PRODUCTS FOR CONSUMERS IN THE MIDWEST



# 5 MOST INFLUENTIAL PROMO PRODUCTS FOR CONSUMERS IN THE SOUTHWEST



# 5 MOST INFLUENTIAL PROMO PRODUCTS FOR CONSUMERS IN THE MOUNTAIN REGION





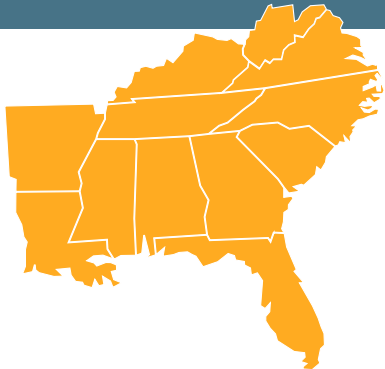
# 5 MOST INFLUENTIAL PROMO PRODUCTS FOR CONSUMERS IN THE PACIFIC REGION



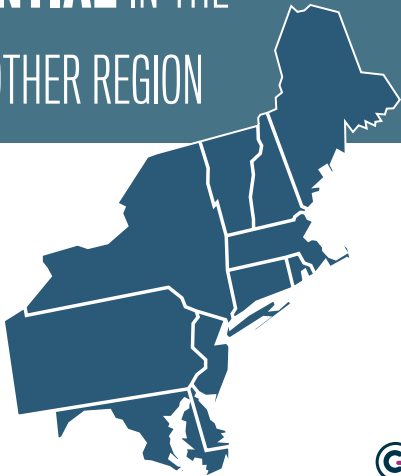
**UMBRELLAS ARE MORE INFLUENTIAL IN THE**  
**NORTHEAST** **THAN ANY OTHER REGION**



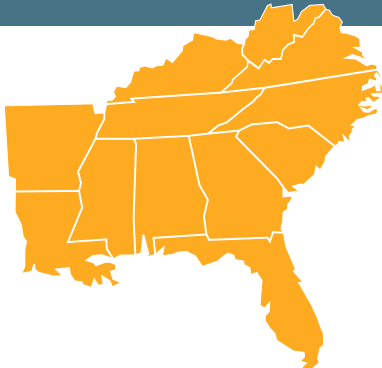
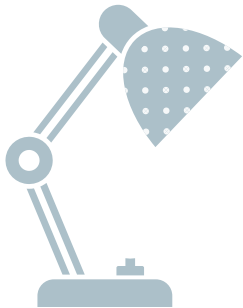
WRITING INSTRUMENTS ARE MORE INFLUENTIAL  
IN THE SOUTHEAST THAN ANY OTHER REGION



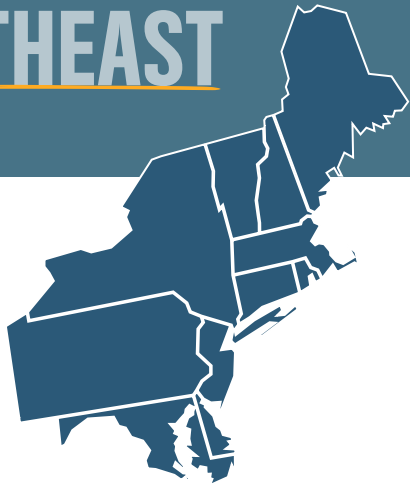
# OUTERWEAR IS MORE INFLUENTIAL IN THE NORTHEAST THAN **ANY** OTHER REGION



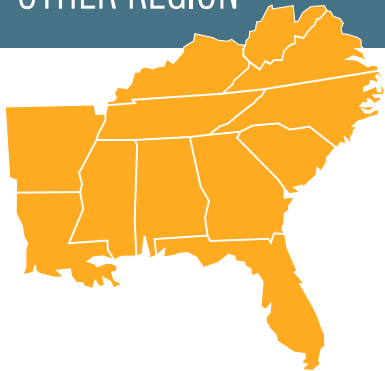
# DESK ACCESSORIES ARE MORE INFLUENTIAL IN THE SOUTHEAST THAN ANY OTHER REGION



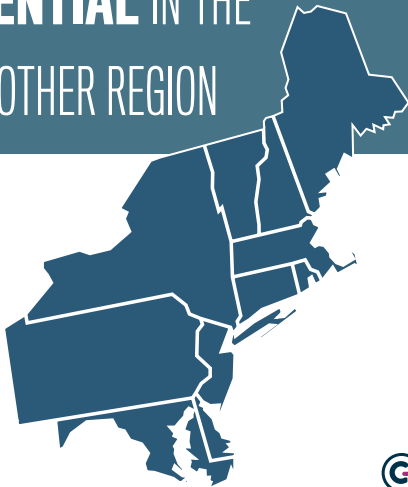
HEALTH & SAFETY PRODUCTS ARE MORE  
INFLUENTIAL IN THE NORTHEAST  
THAN **ANY** OTHER REGION



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

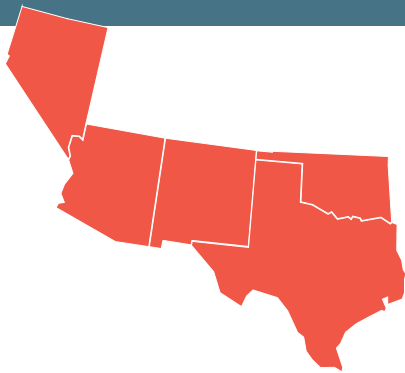


# USB DRIVES ARE MORE INFLUENTIAL IN THE NORTHEAST THAN ANY OTHER REGION





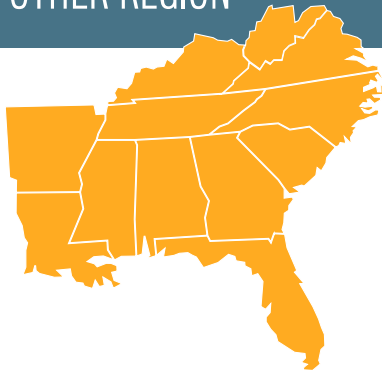
# PERFORMANCE WEAR IS MORE INFLUENTIAL IN THE SOUTHWEST THAN **ANY** OTHER REGION



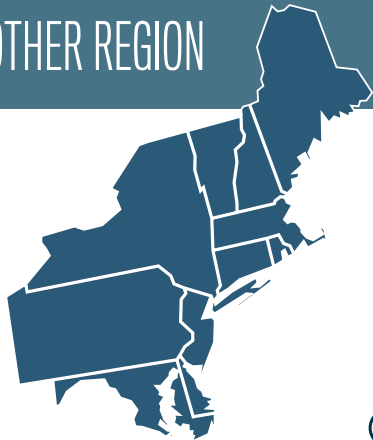
**CAPS & HEADWEAR ARE MORE INFLUENTIAL IN THE**  
**NORTHEAST THAN ANY OTHER REGION**



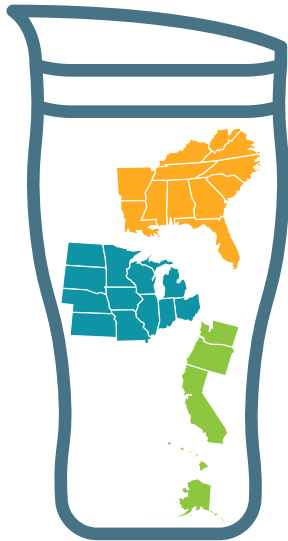
# T-SHIRTS ARE MORE INFLUENTIAL IN THE SOUTHEAST THAN ANY OTHER REGION



# 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

