

AD IMPRESSIONS STUDY

2023 EDITION

Demonstrating the value and effectiveness of promotional products to consumers

A PDF of this report (plus end-buyer-friendly, downloadable charts) can be found at asicentral.com/study.



Advertising
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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

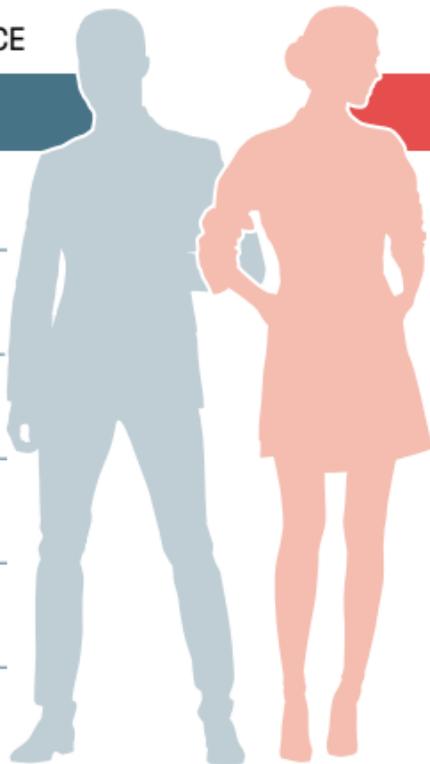
 3. Newspaper advertising

 4. Magazine advertising

 5. Mobile advertising

 6. Television advertising

 7. Internet advertising



WOMEN

1. Promotional Products

 2. Radio advertising

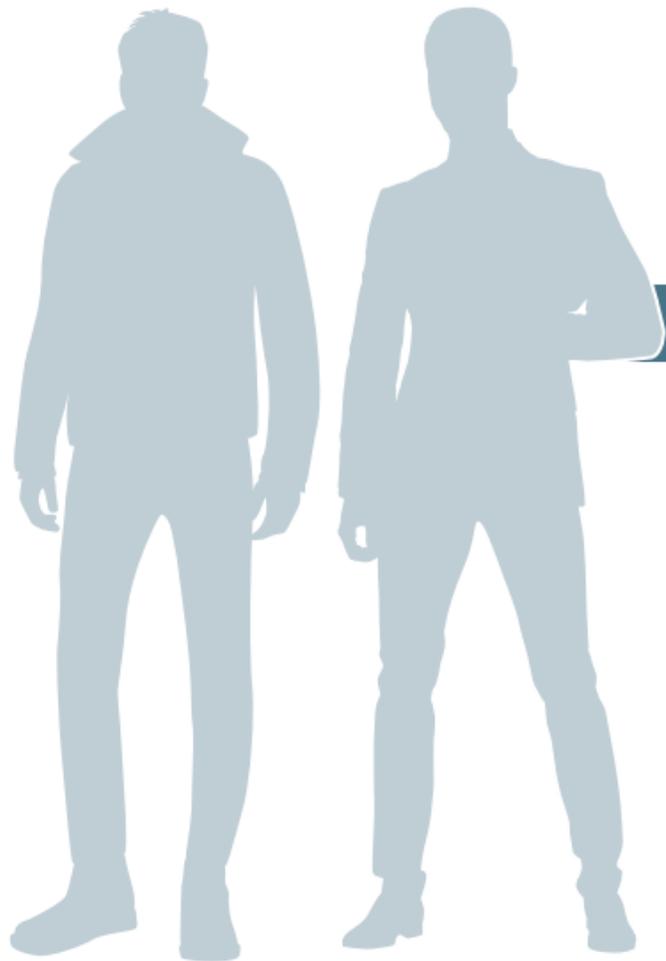
 3. Newspaper advertising

 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

18-24

25-34

35-44

45-54

55-64

65+

← **1. PROMOTIONAL PRODUCTS** →



2



3



2



3



2



3



2



3



2



3



2



3



4



5



4



5



4



5



4



5



4



5



4



5



6



7



6



7



6



7



6



7



6



7



6



7



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



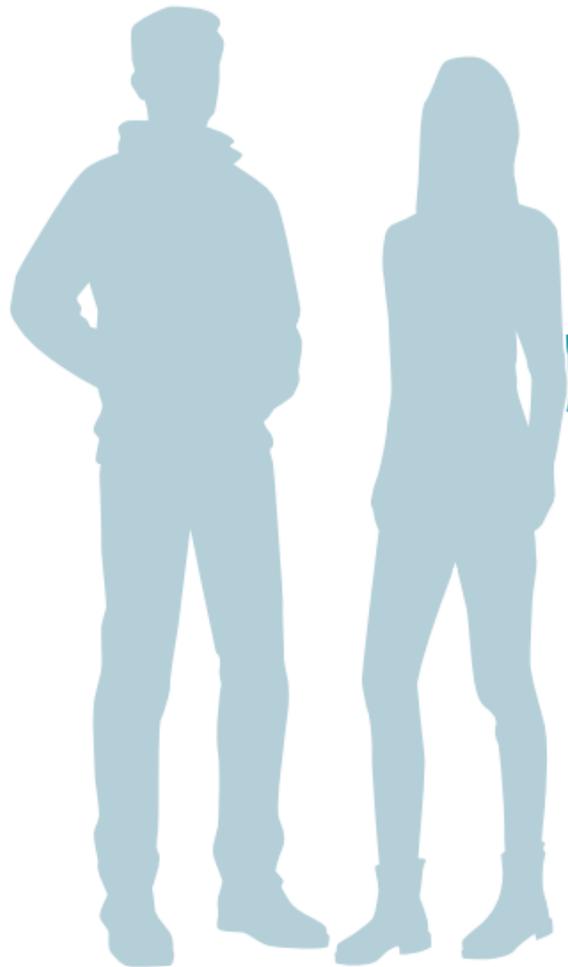
5. Magazine advertising



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



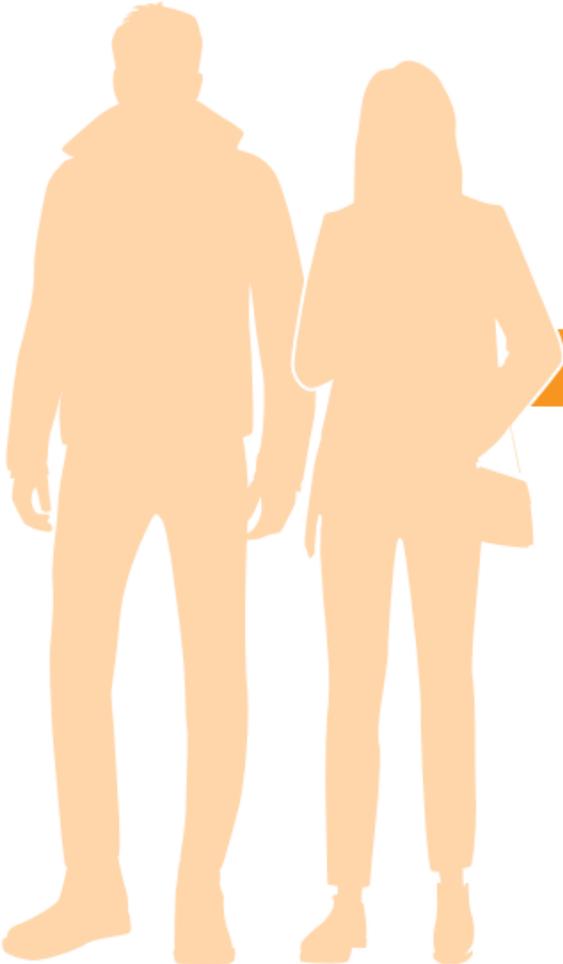
5. Mobile advertising



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

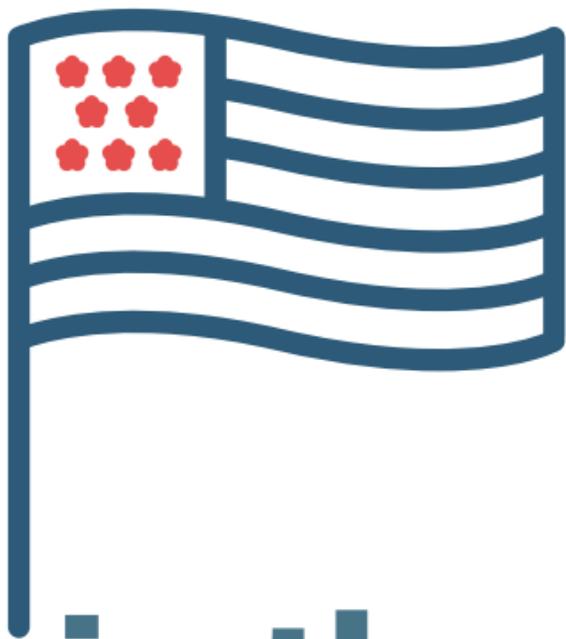


6. Television advertising



7. Internet advertising



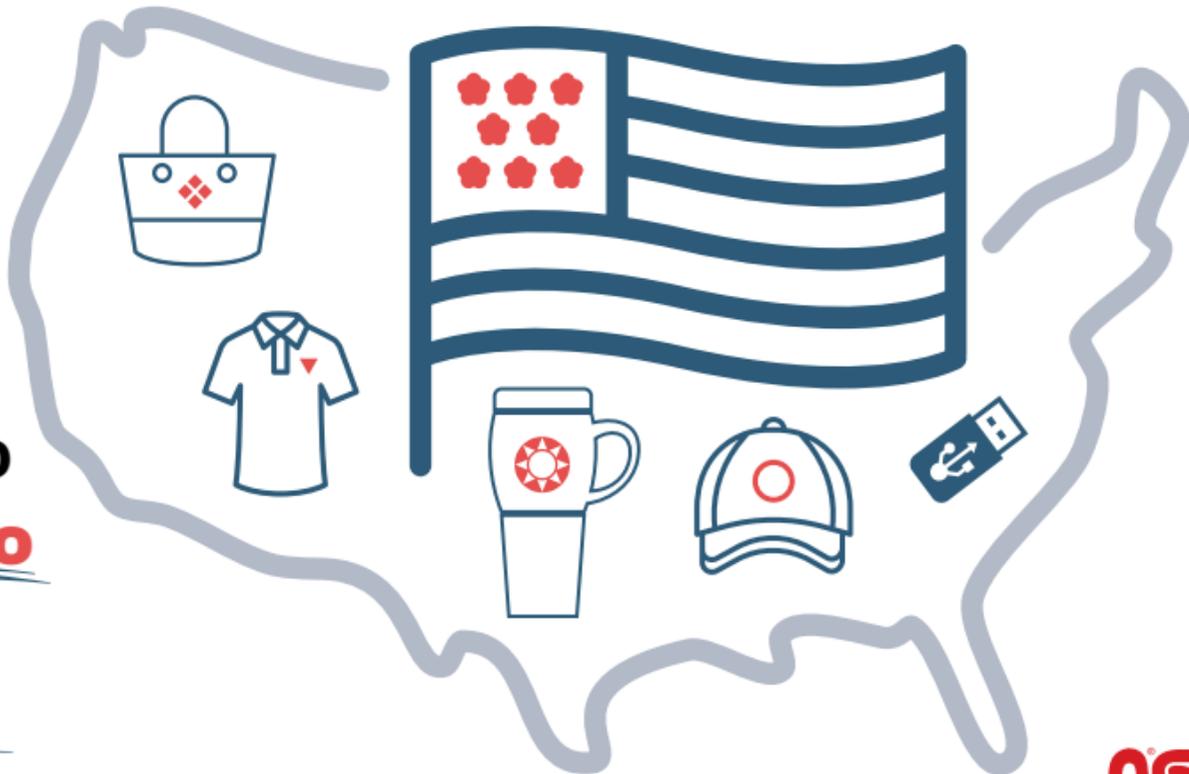


Made in the USA

MADE IN THE USA

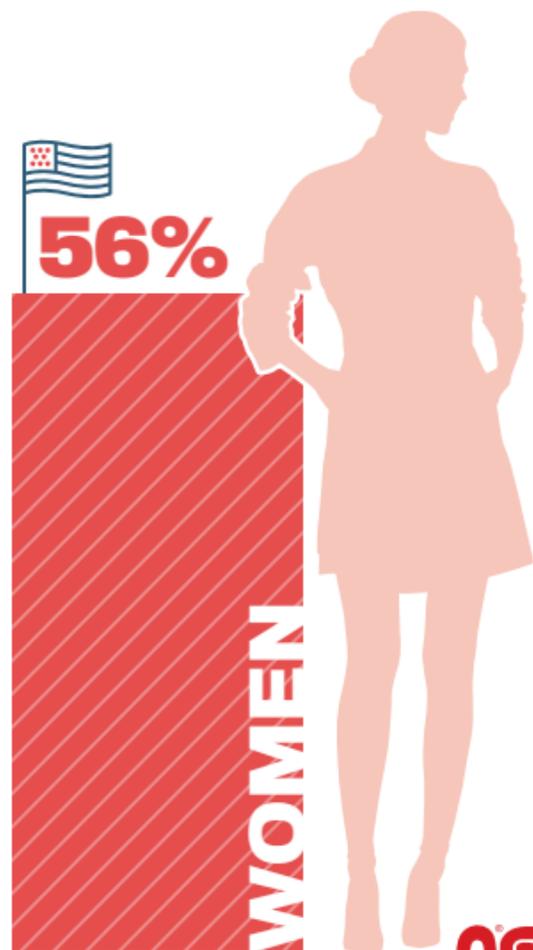
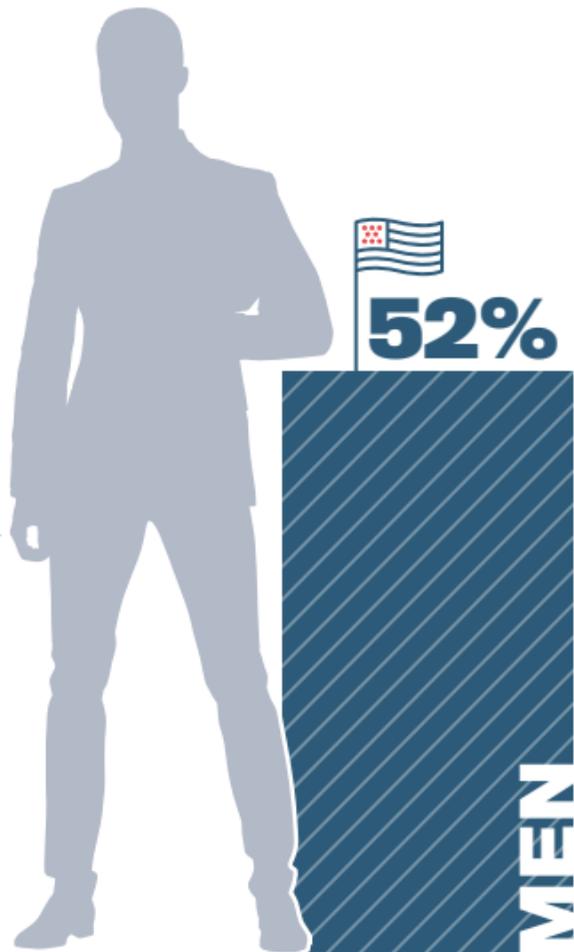
54%

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

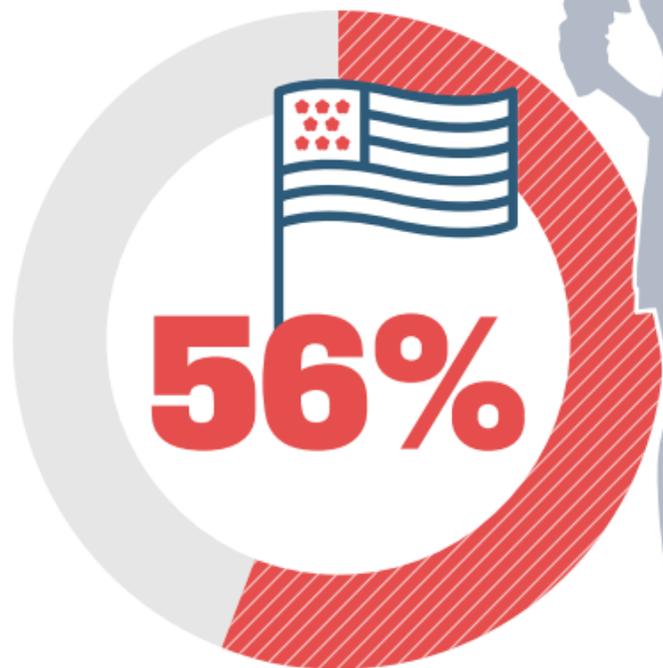


MADE IN THE USA

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

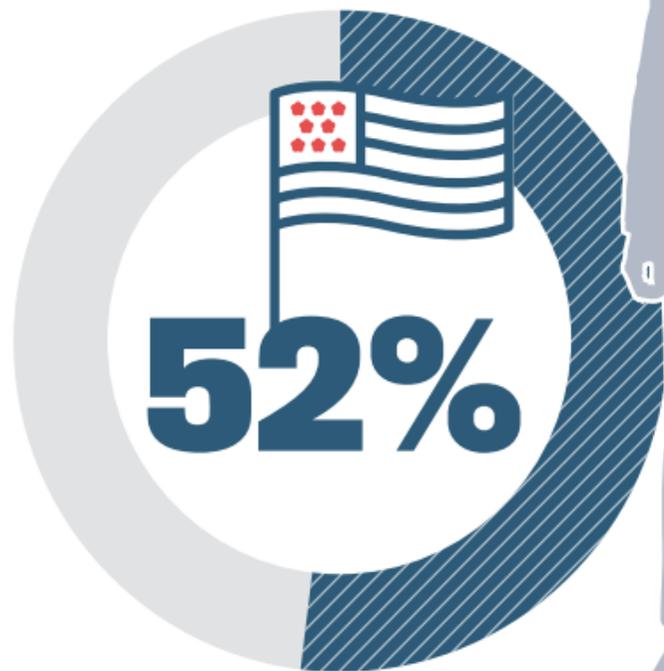


**MADE IN
THE USA**



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**

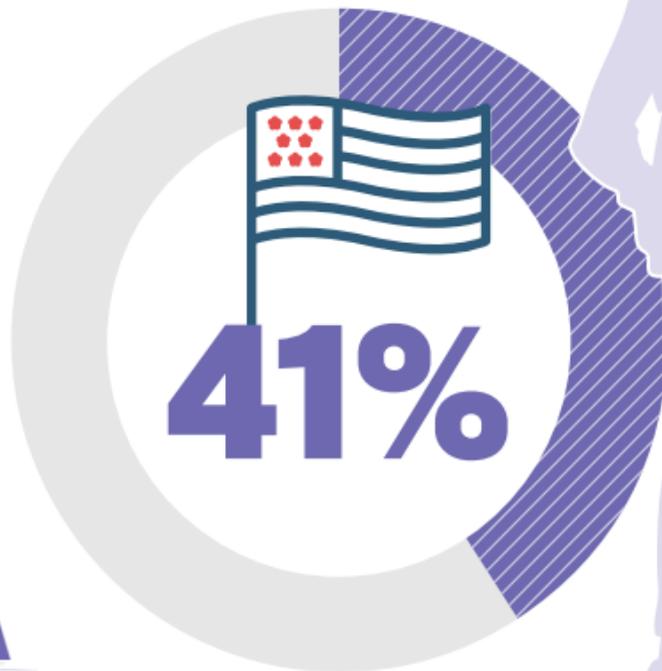
**MADE IN
THE USA**



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**

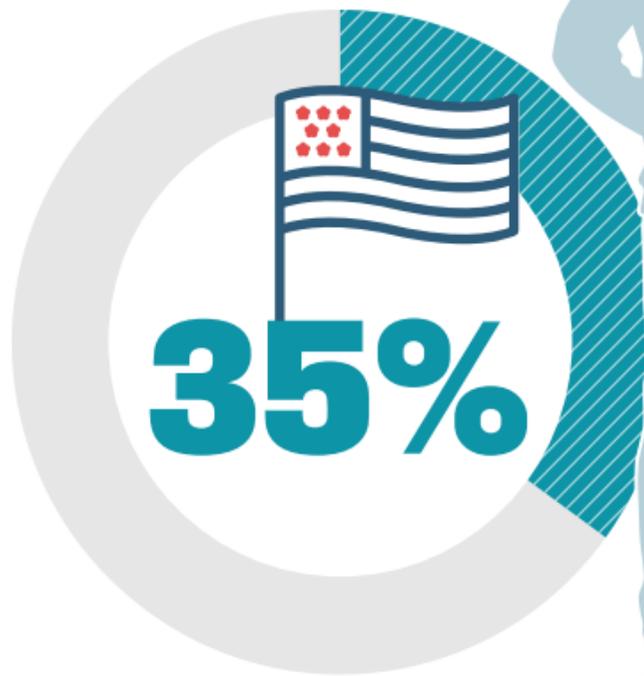
MADE IN THE USA

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



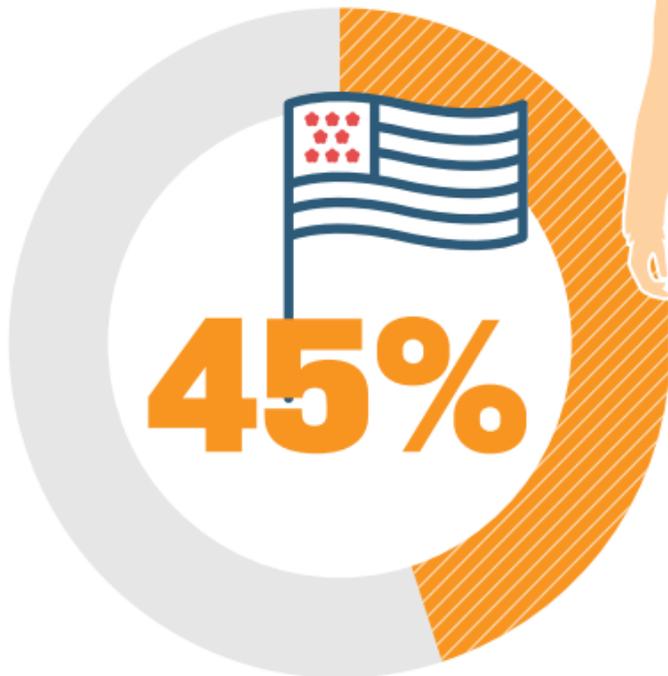
MADE IN THE USA

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



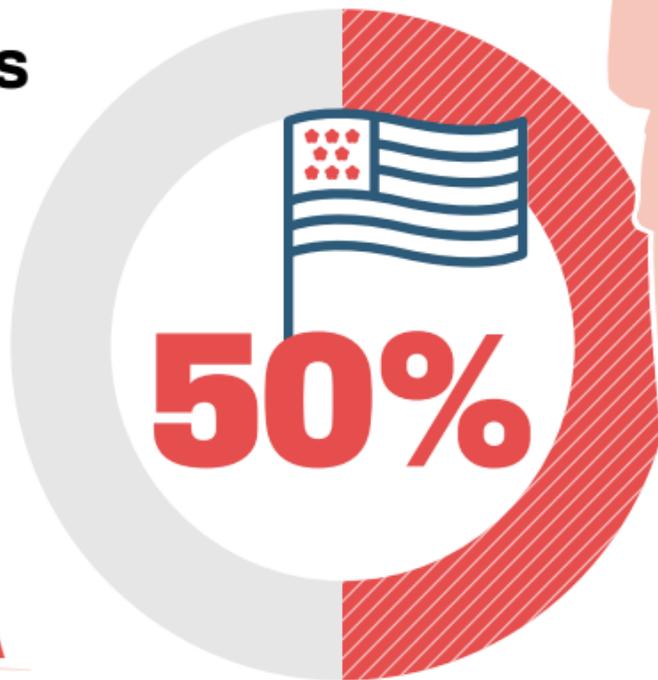
MADE IN THE USA

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



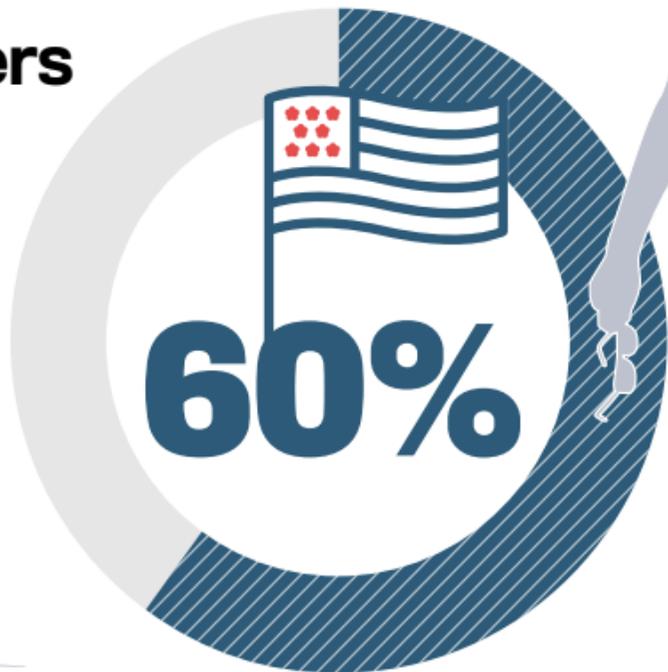
MADE IN THE USA

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



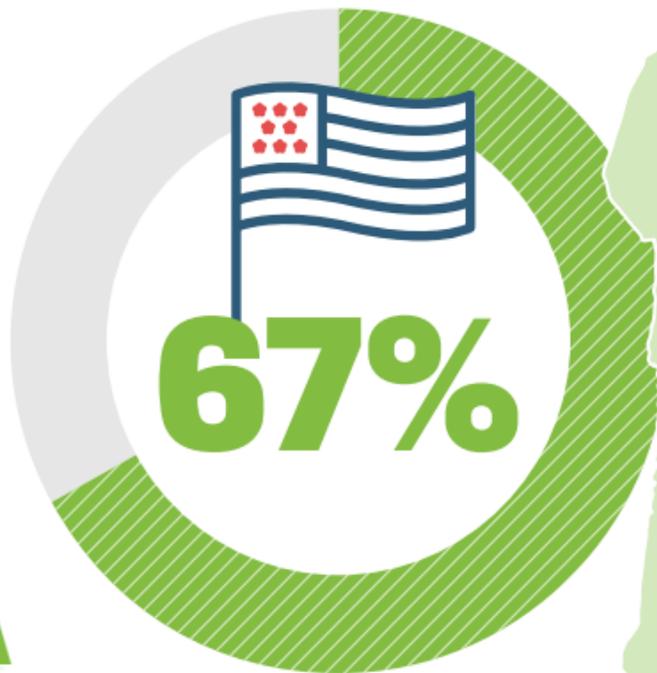
MADE IN THE USA

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

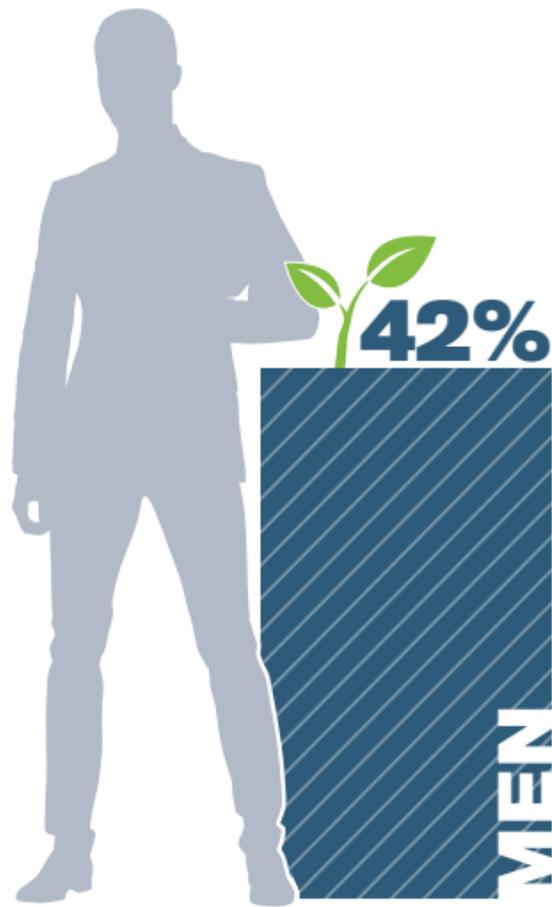
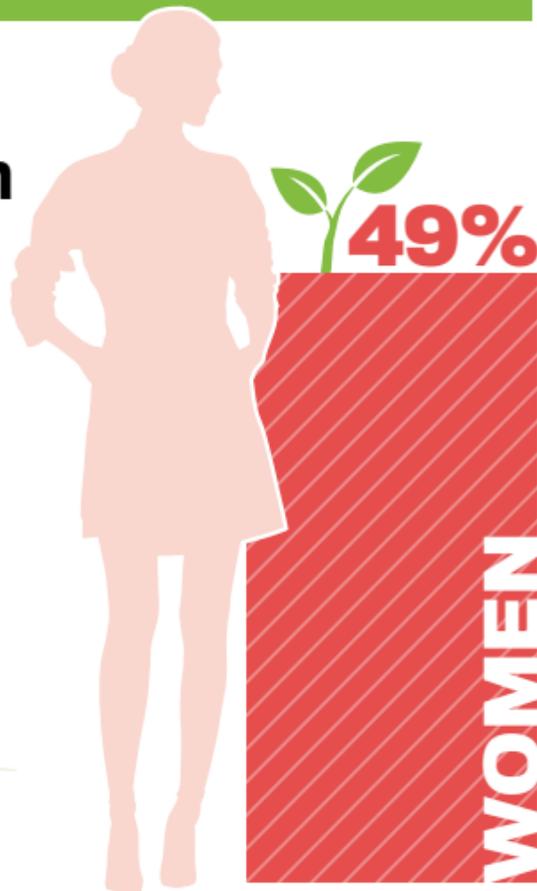
46%

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



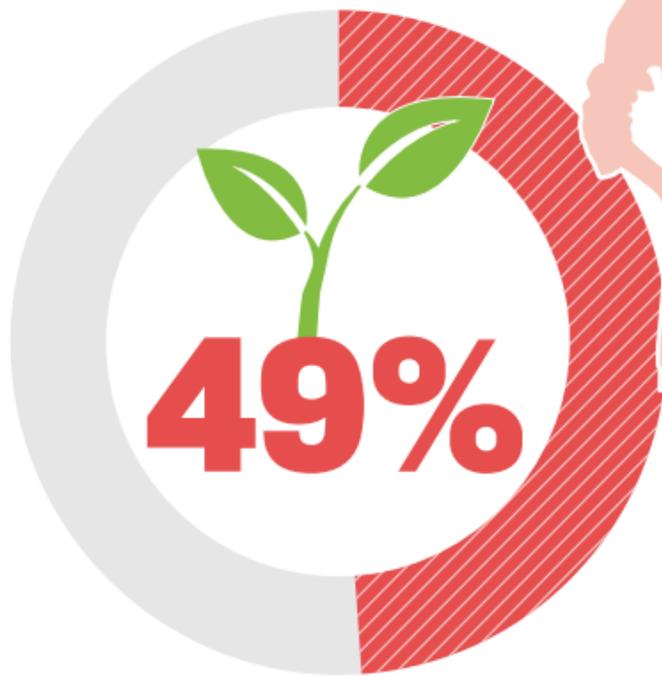
ENVIRONMENTALLY FRIENDLY

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



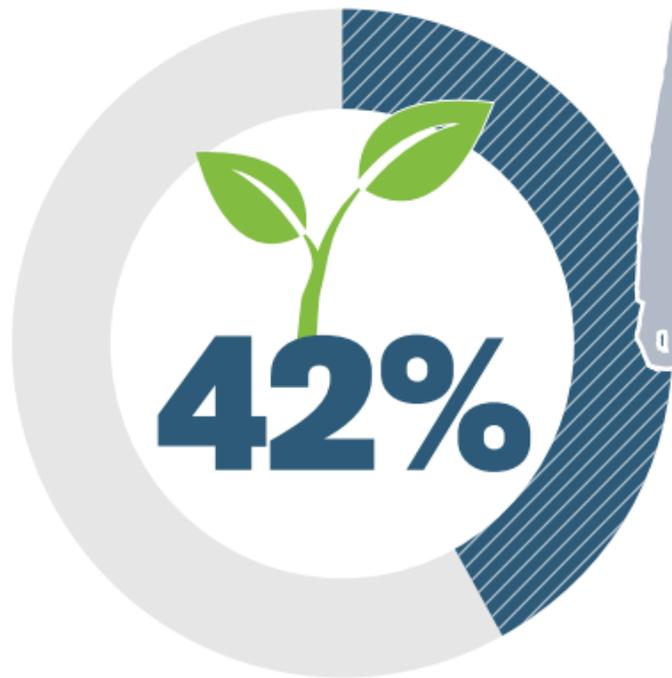
ENVIRONMENTALLY FRIENDLY

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



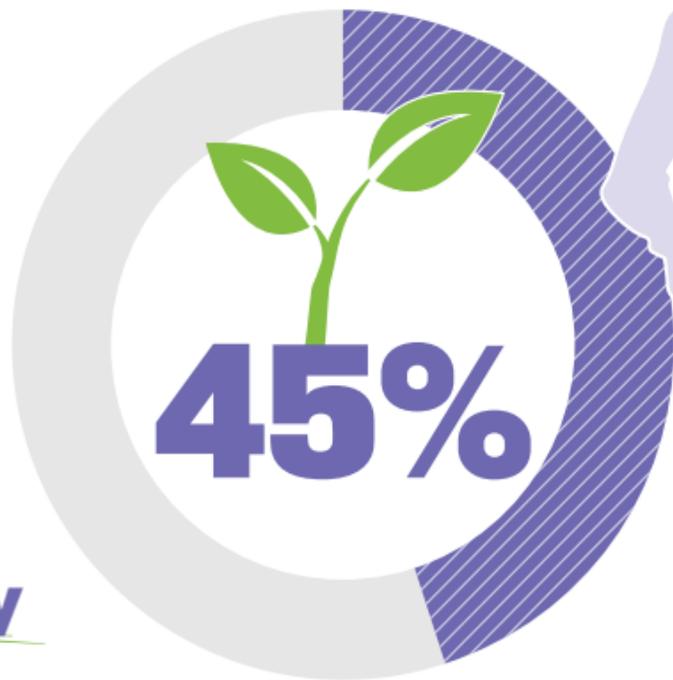
ENVIRONMENTALLY FRIENDLY

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



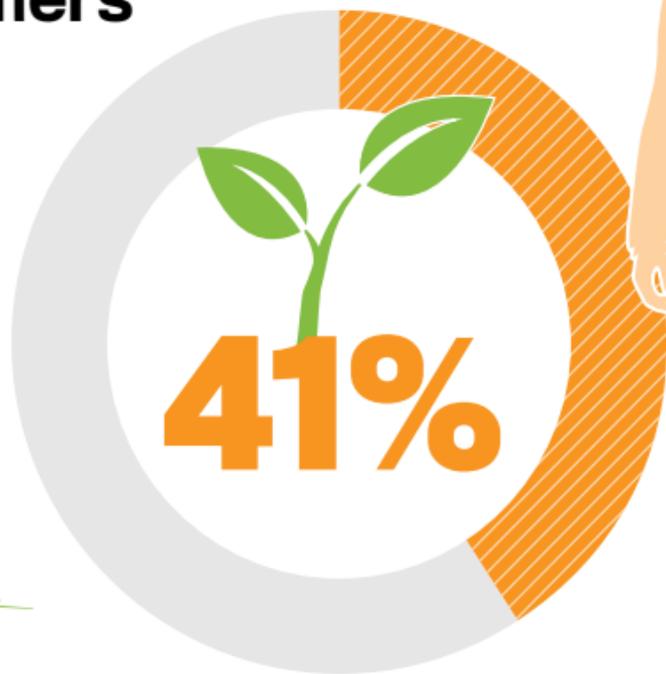
ENVIRONMENTALLY FRIENDLY

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



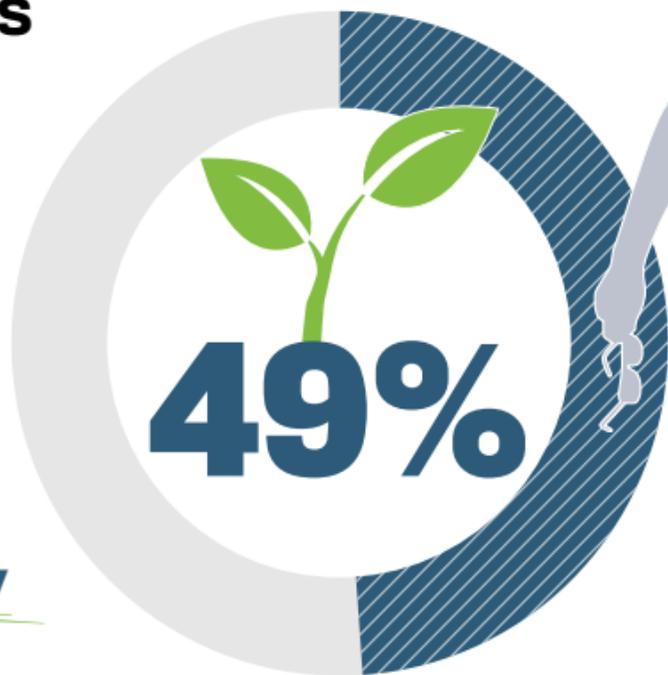
ENVIRONMENTALLY FRIENDLY

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

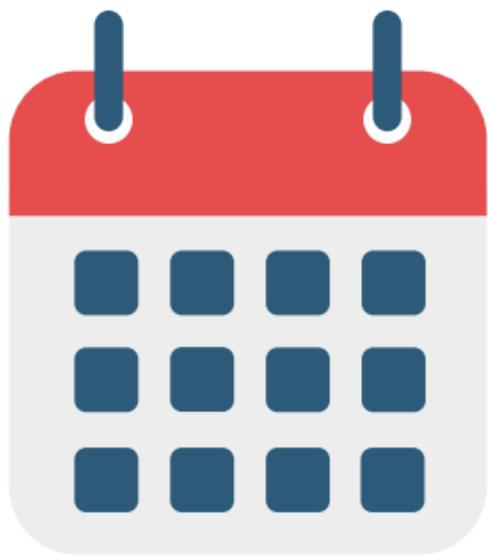


ENVIRONMENTALLY FRIENDLY

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!



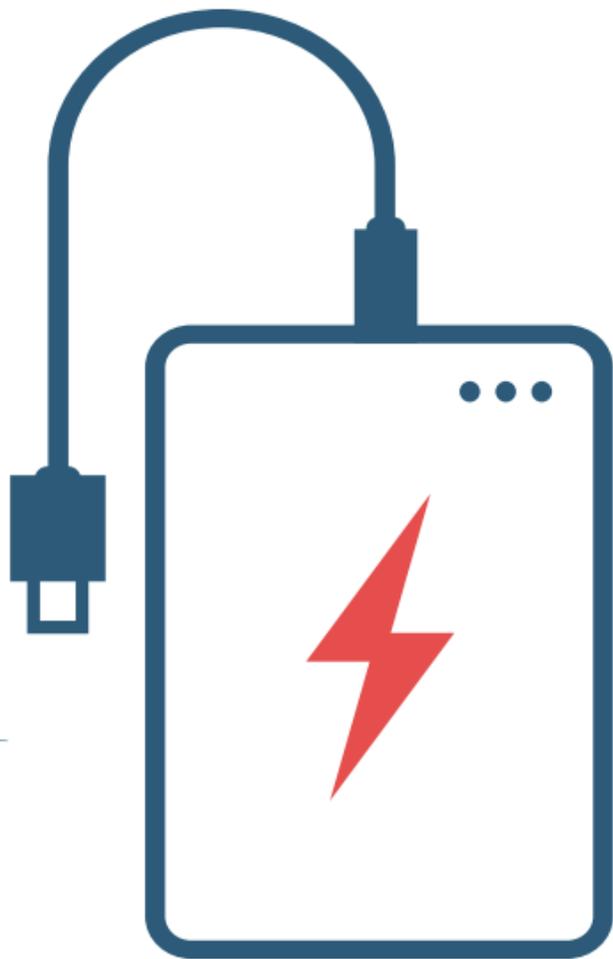
62%

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



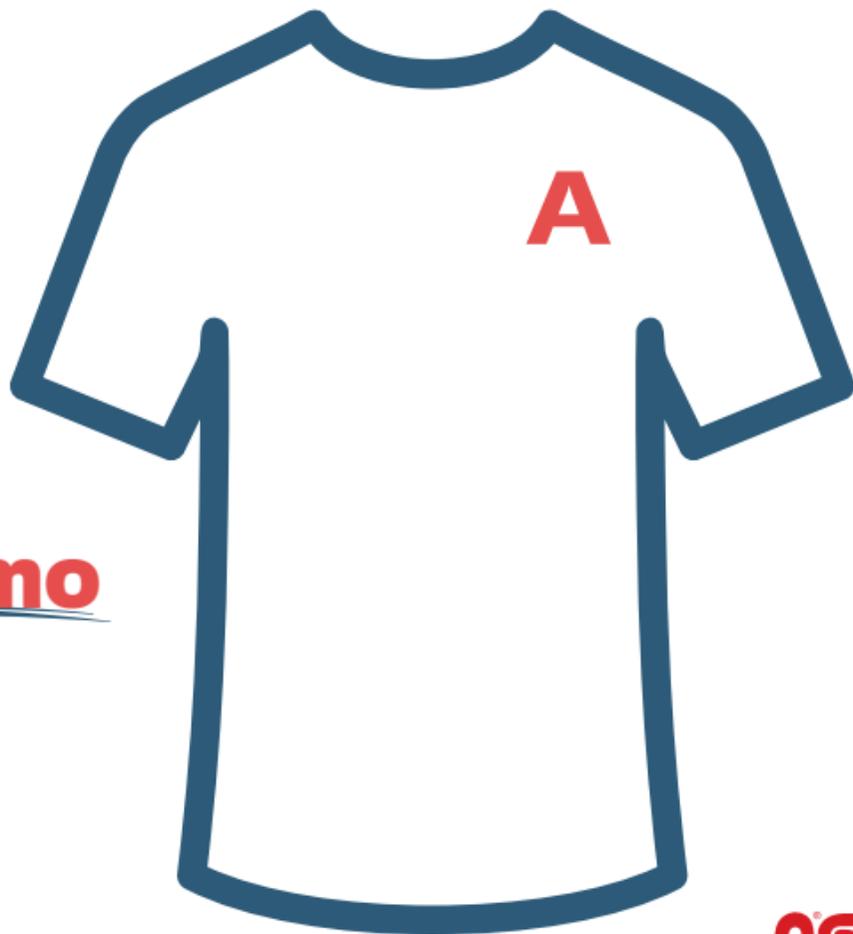
51%

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!



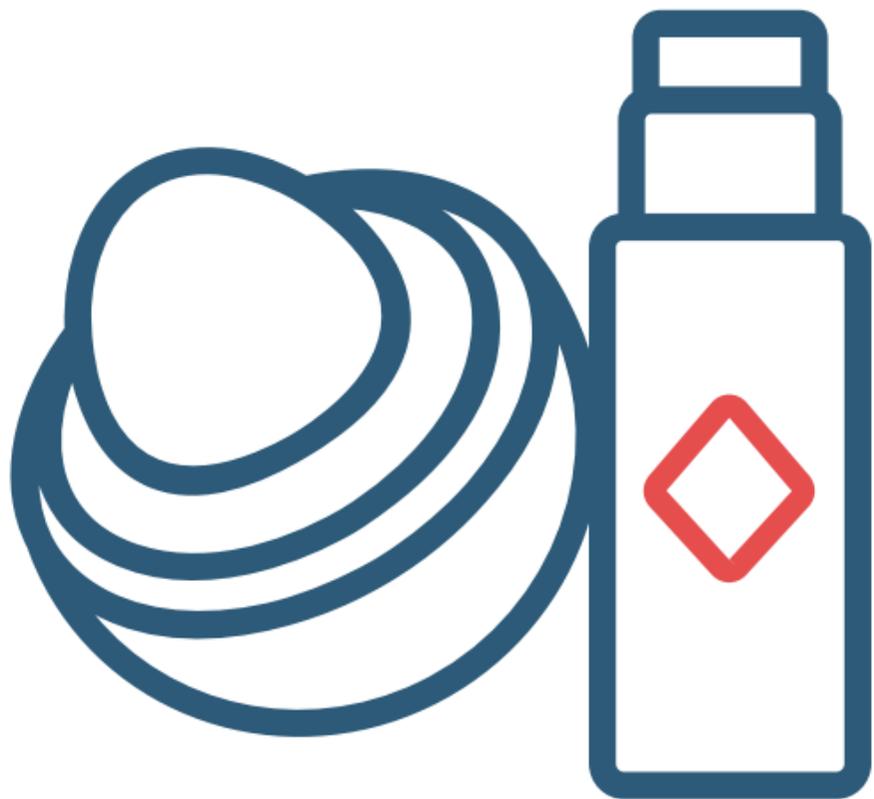
52%

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!





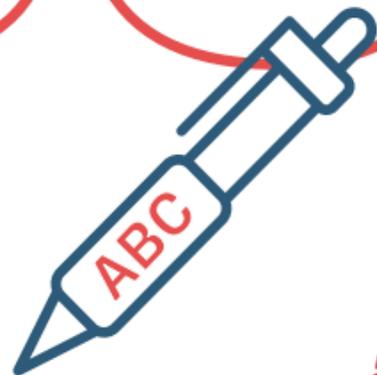
Number of Impressions



Writing Instruments generate

2,436

**impressions
over their lifetime!**



Drinkware generates

3,162



**impressions
over its lifetime!**



Umbrellas generate

1760



**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



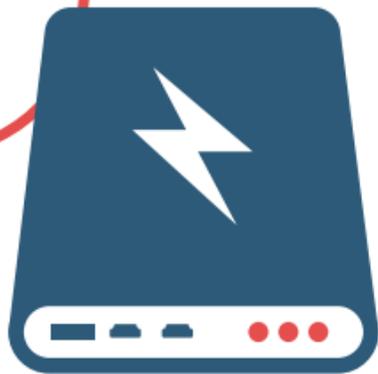
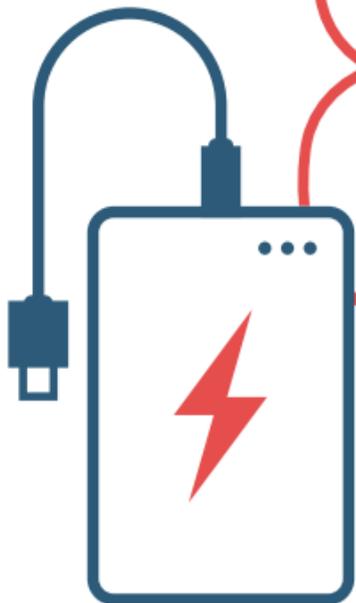
**impressions
over its lifetime!**



Power Banks generate

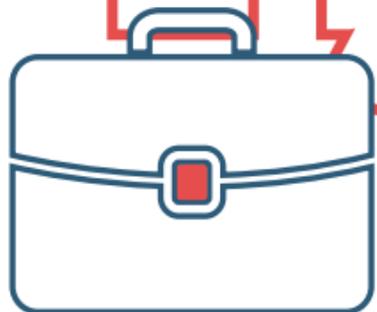
870

**impressions
over their lifetime!**



Bags generate

1940



**impressions
over their lifetime!**



Outerwear/fleece generates

7856



**impressions
over its lifetime!**

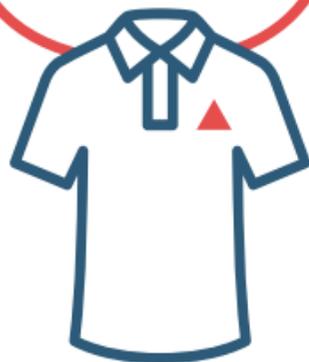


Polo shirts generate

2,106



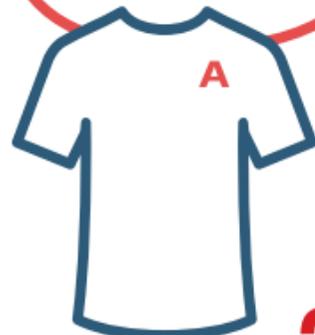
**impressions
over their lifetime!**



T-shirts generate

5,053

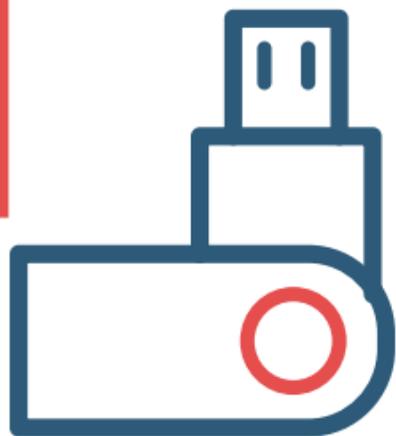
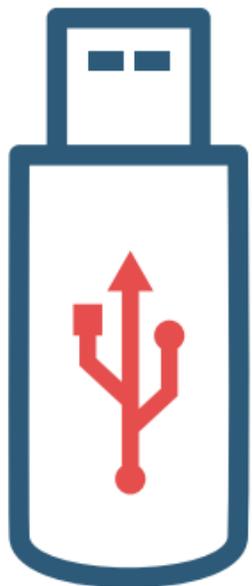
**impressions
over their lifetime!**



USB Drives generate

851

**impressions
over their lifetime!**



Calendars generate

673

**impressions
over their lifetime!**

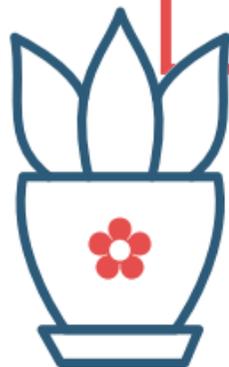


Desk Accessories generate

2,314



**impressions
over their lifetime!**

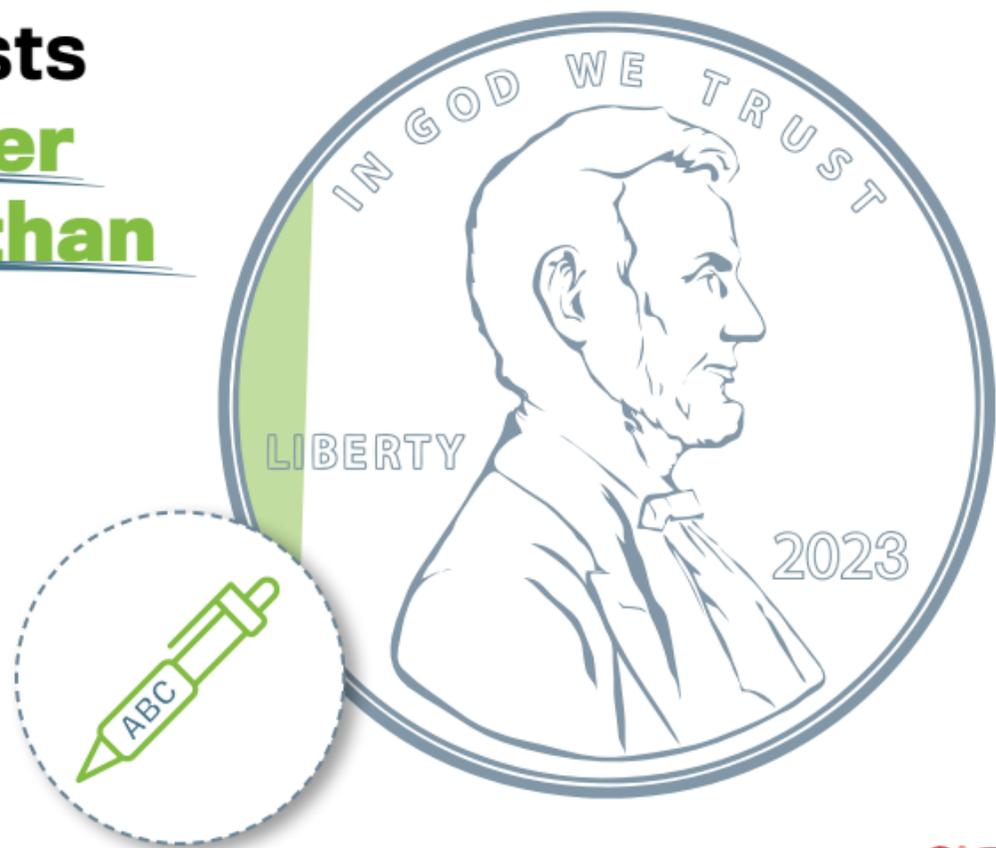




Cost Per Impression

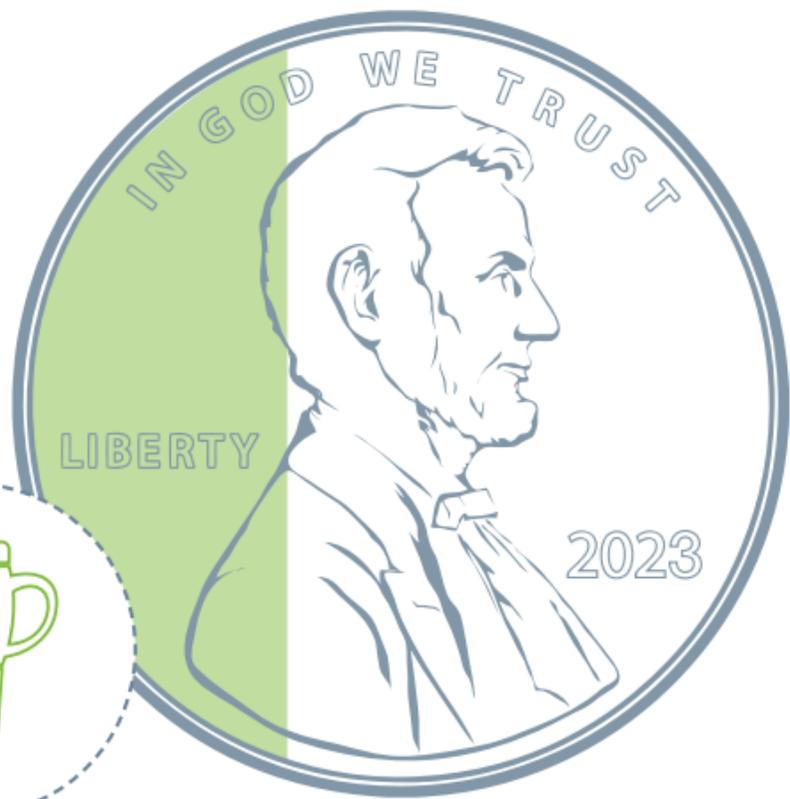
A metal pen that costs \$1 will have a cost per impression of less than

1/10
of a cent!



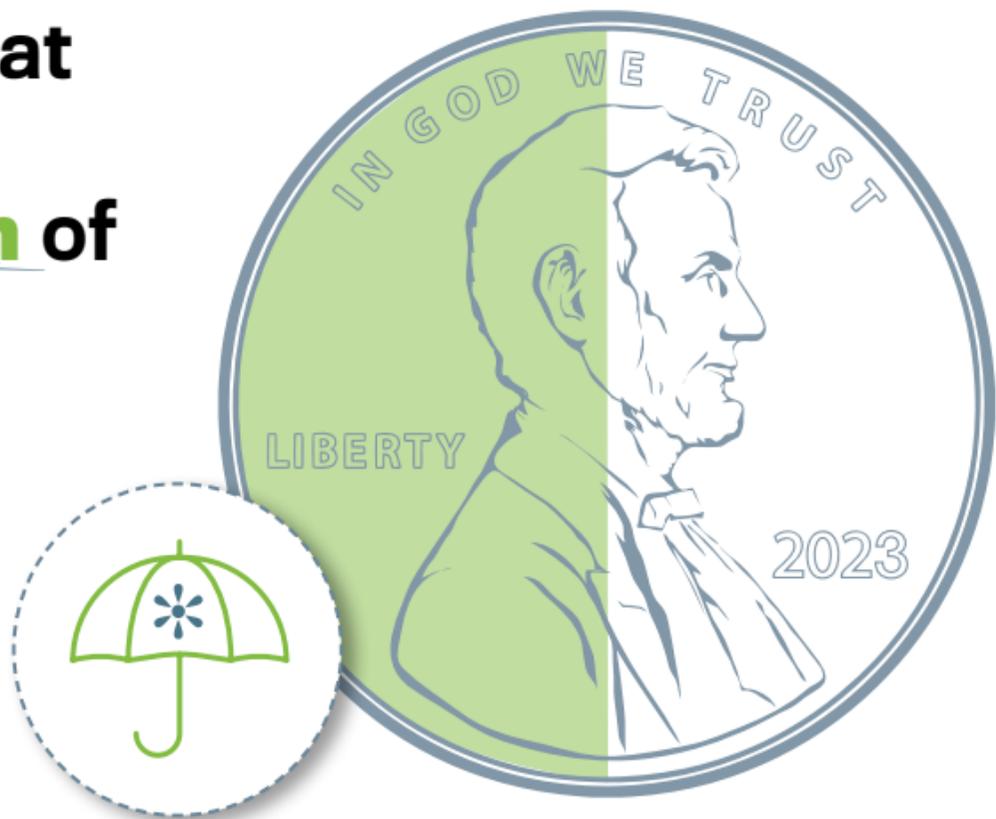
An insulated travel mug
that costs \$10 will have
a cost per impression of

1/3
of a cent!



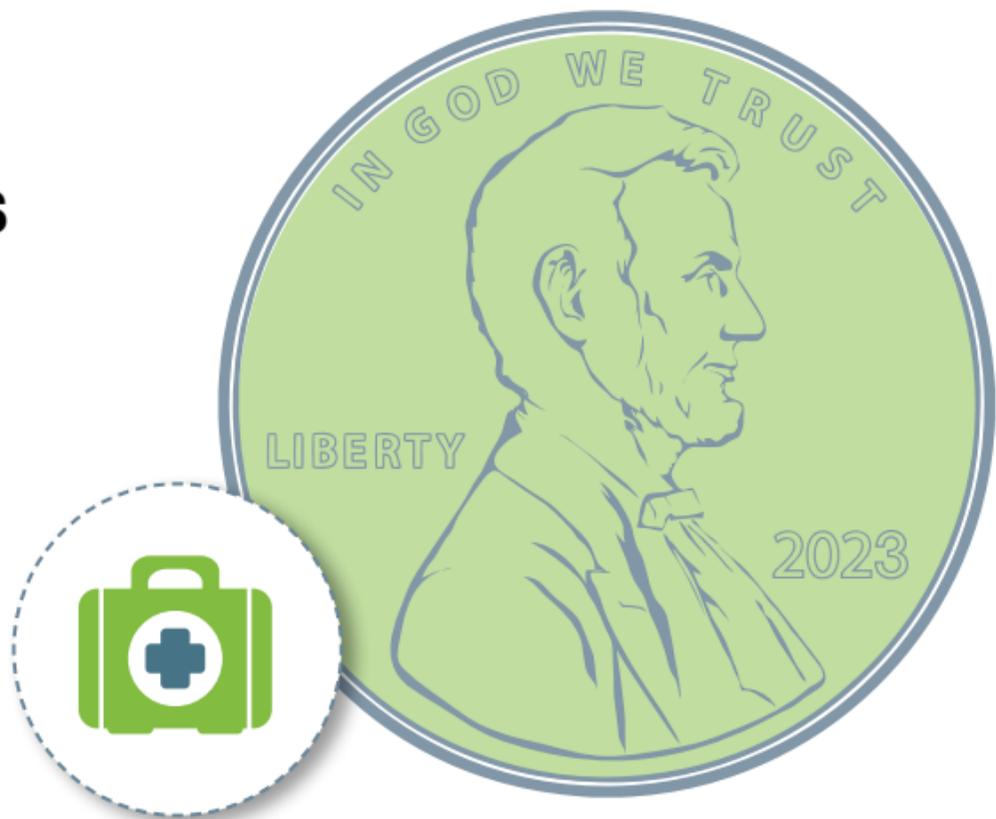
A travel umbrella that costs \$10 will have a cost per impression of

1/2
of a cent!



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

1 cent!



**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!



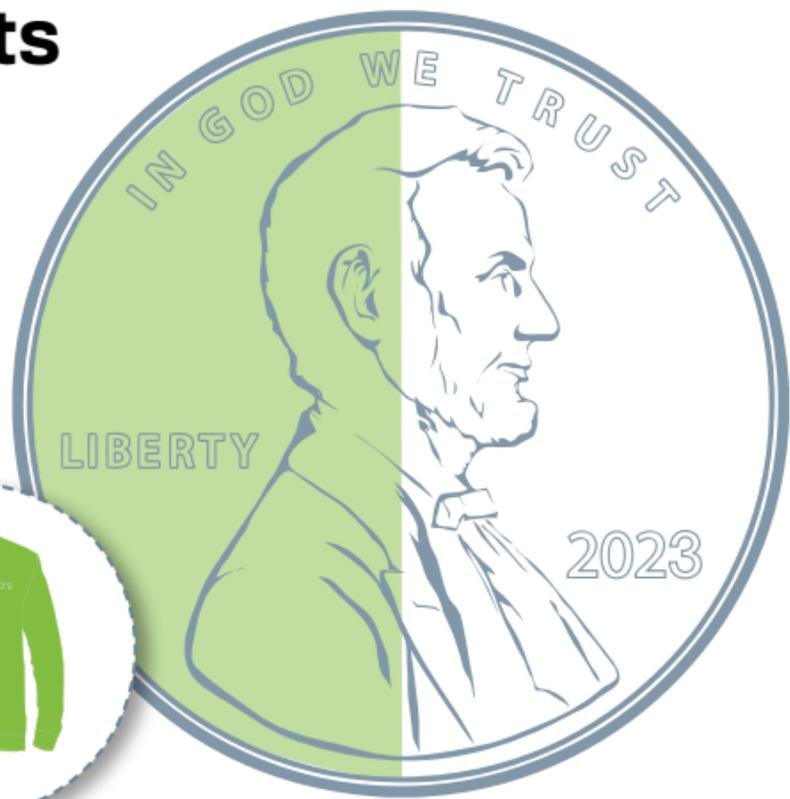
A nonwoven tote bag
that costs \$2 will have a
cost per impression of

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

1 cent!



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!



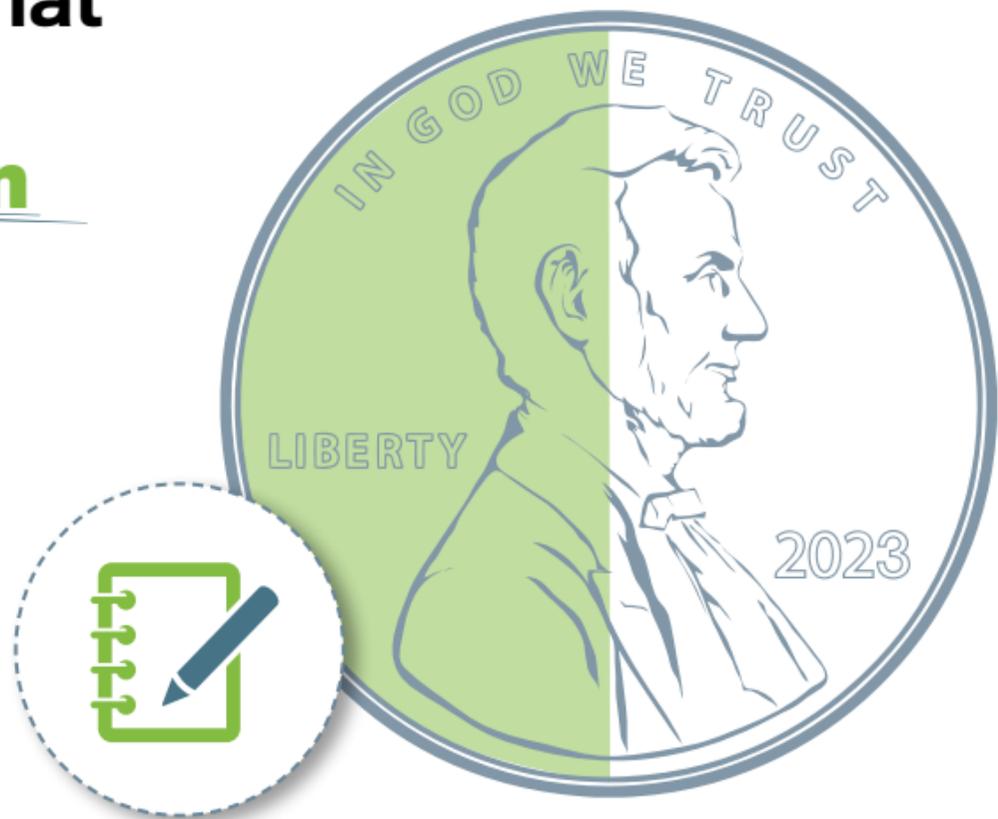
A 12-month wall
calendar that costs
\$10 will have a cost
per impression of

1.5
cents!



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

1/2
of a cent!

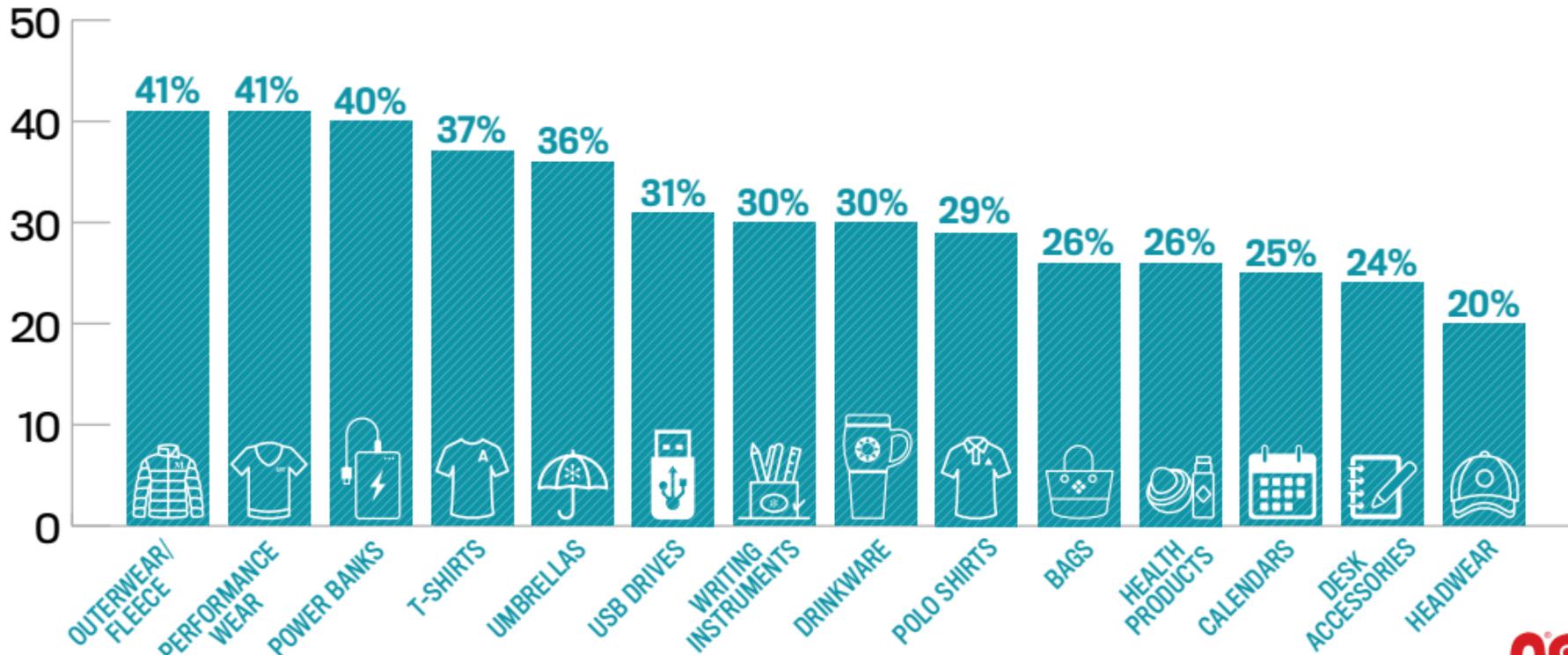




Impact on Business

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%

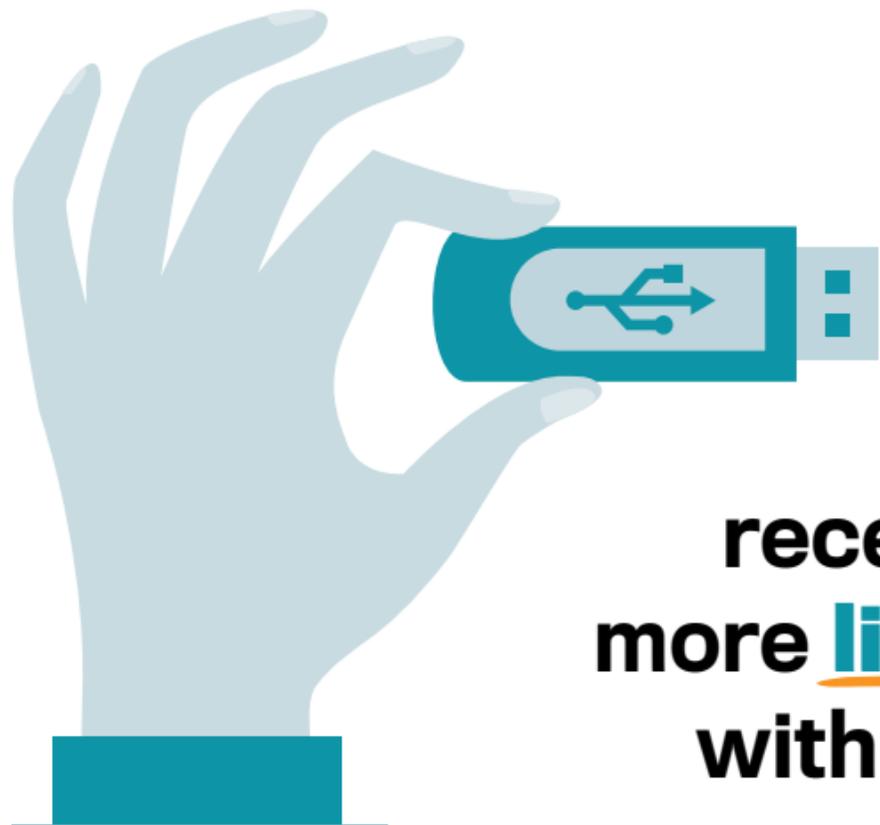
of consumers who receive a T-shirt are more likely to do business with the advertiser who gave it to them!



36%

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





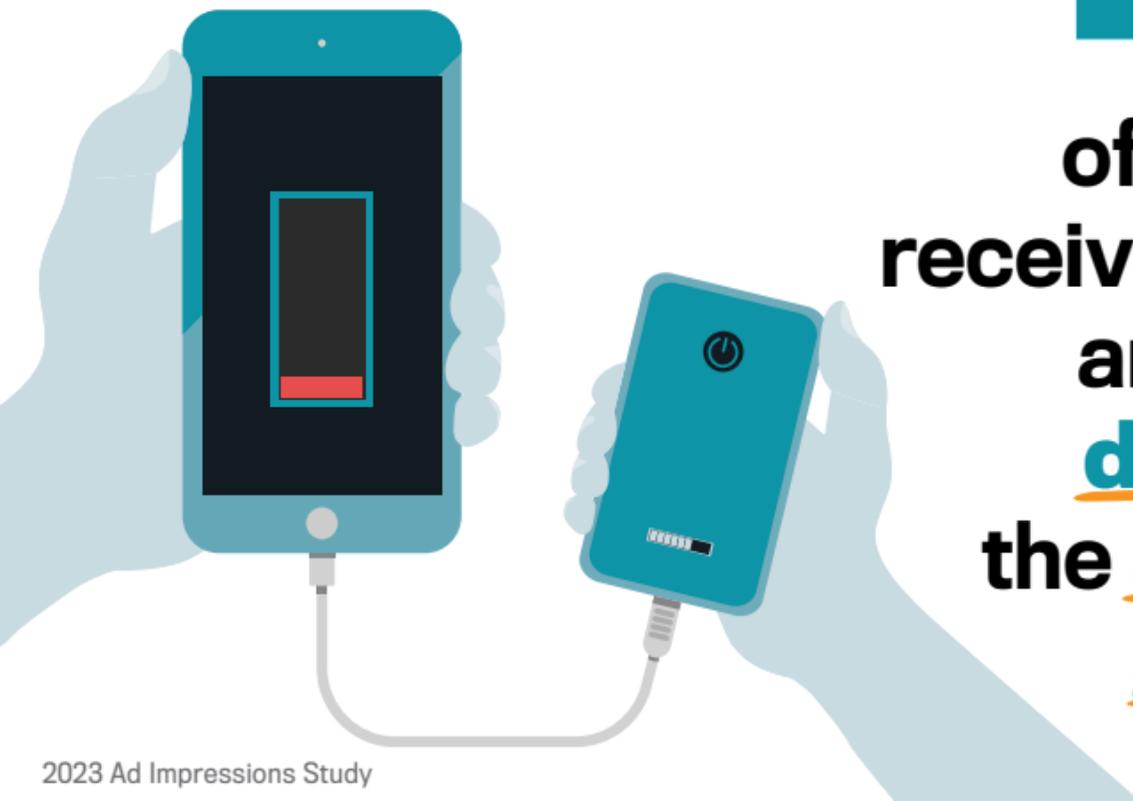
31%

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!

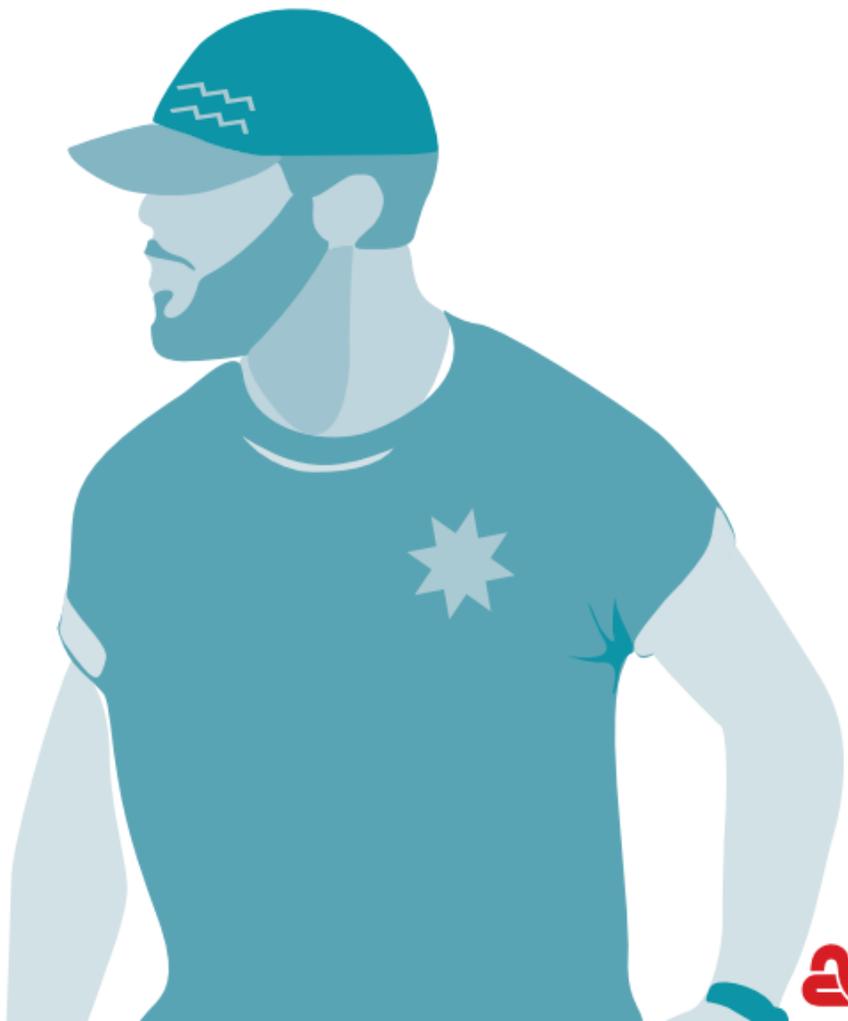




30%
of consumers who
receive Drinkware
are more likely to
do business with
the advertiser who
gave it to them!

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

2023 Ad Impressions Study





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!



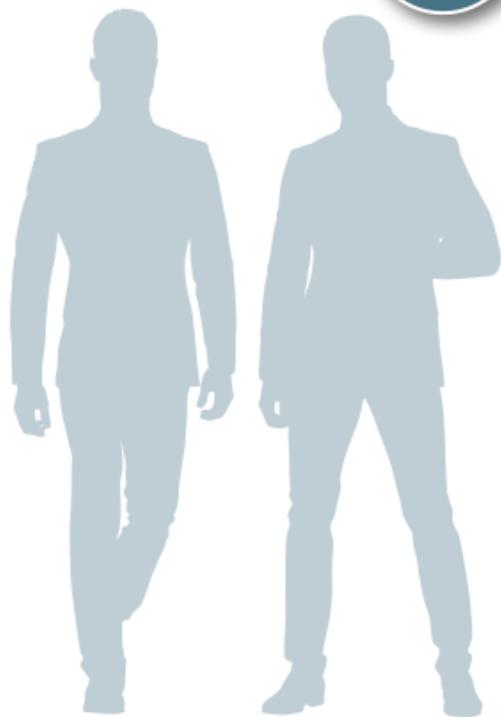


29%
of consumers who
receive a **Polo Shirt**
are more **likely to do**
business with the
advertiser who gave
it to them!



Most Influential Products

5 MOST INFLUENTIAL PROMO PRODUCTS AMONG MEN



1

OUTERWEAR



2

PERFORMANCE WEAR



3

POLO SHIRTS



4

WRITING INSTRUMENTS

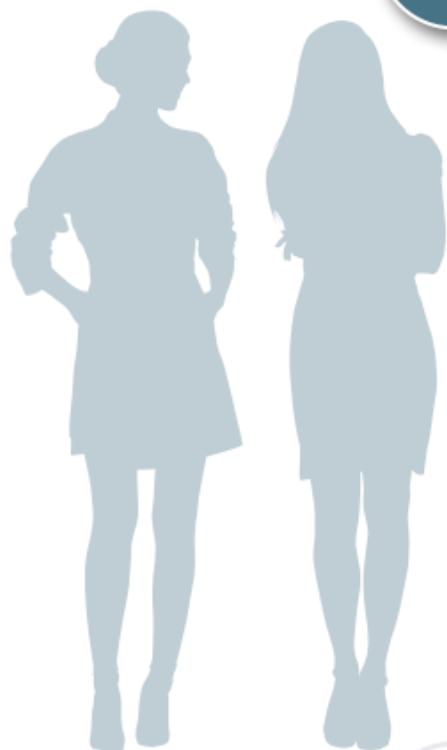


5

UMBRELLAS



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG WOMEN



1

OUTERWEAR



2

HEALTH & SAFETY



3

PERFORMANCE WEAR



4

BAGS



5

DRINKWARE



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



1

OUTERWEAR



2

HEALTH & SAFETY



3

BAGS



4

PERFORMANCE WEAR



5

UMBRELLAS



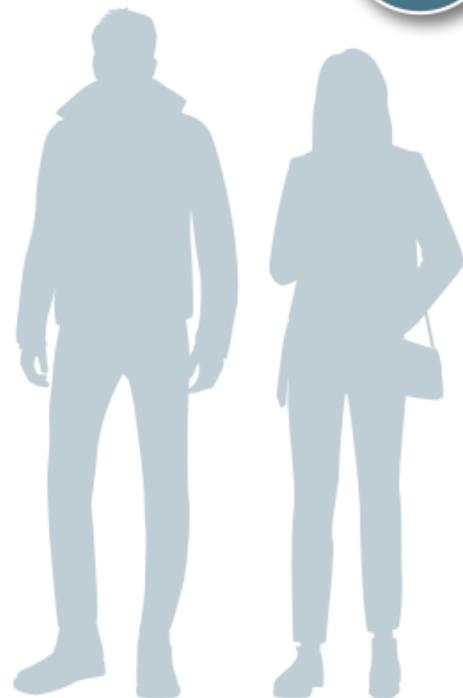
5 MOST INFLUENTIAL PROMO PRODUCTS AMONG CONSUMERS 25-34 YEARS OLD

2023 Ad Impressions Study



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

2023 Ad Impressions Study



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



1

OUTERWEAR



2

PERFORMANCE WEAR



3

HEALTH & SAFETY



4

DRINKWARE



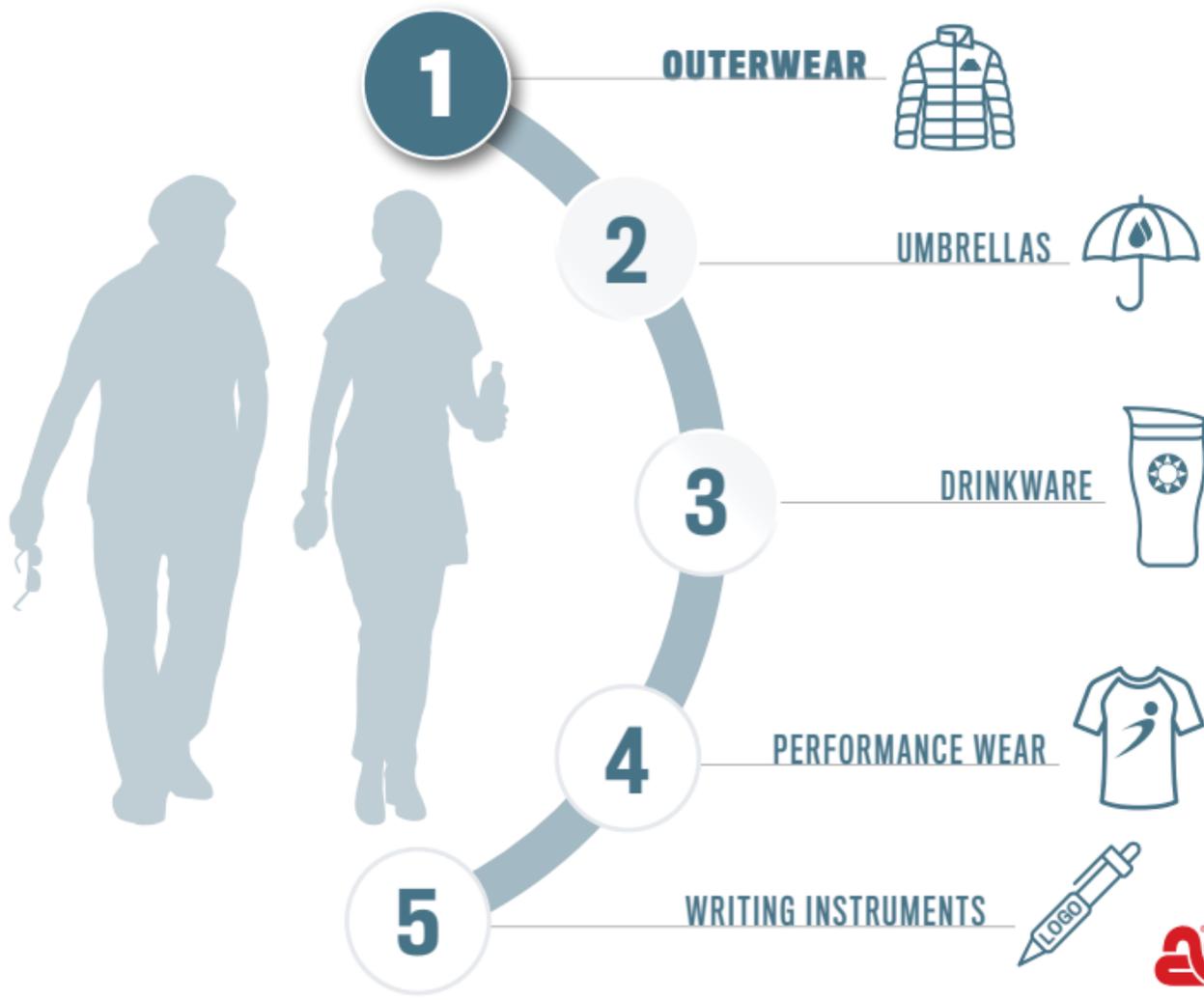
5

POLO SHIRTS



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

2023 Ad Impressions Study



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG CONSUMERS 65+ YEARS OLD

2023 Ad Impressions Study



1

OUTERWEAR



2

PERFORMANCE WEAR



3

UMBRELLAS



4

HEALTH & SAFETY



5

POLO SHIRTS



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



1

HEALTH & SAFETY



2

USB DRIVES



3

DRINKWARE



4

CALENDARS



5

PERFORMANCE WEAR



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF ARKANSAS



1

HEALTH & SAFETY



2

MOBILE POWER BANKS



3

OUTERWEAR



4

CAPS/HEADWEAR



5

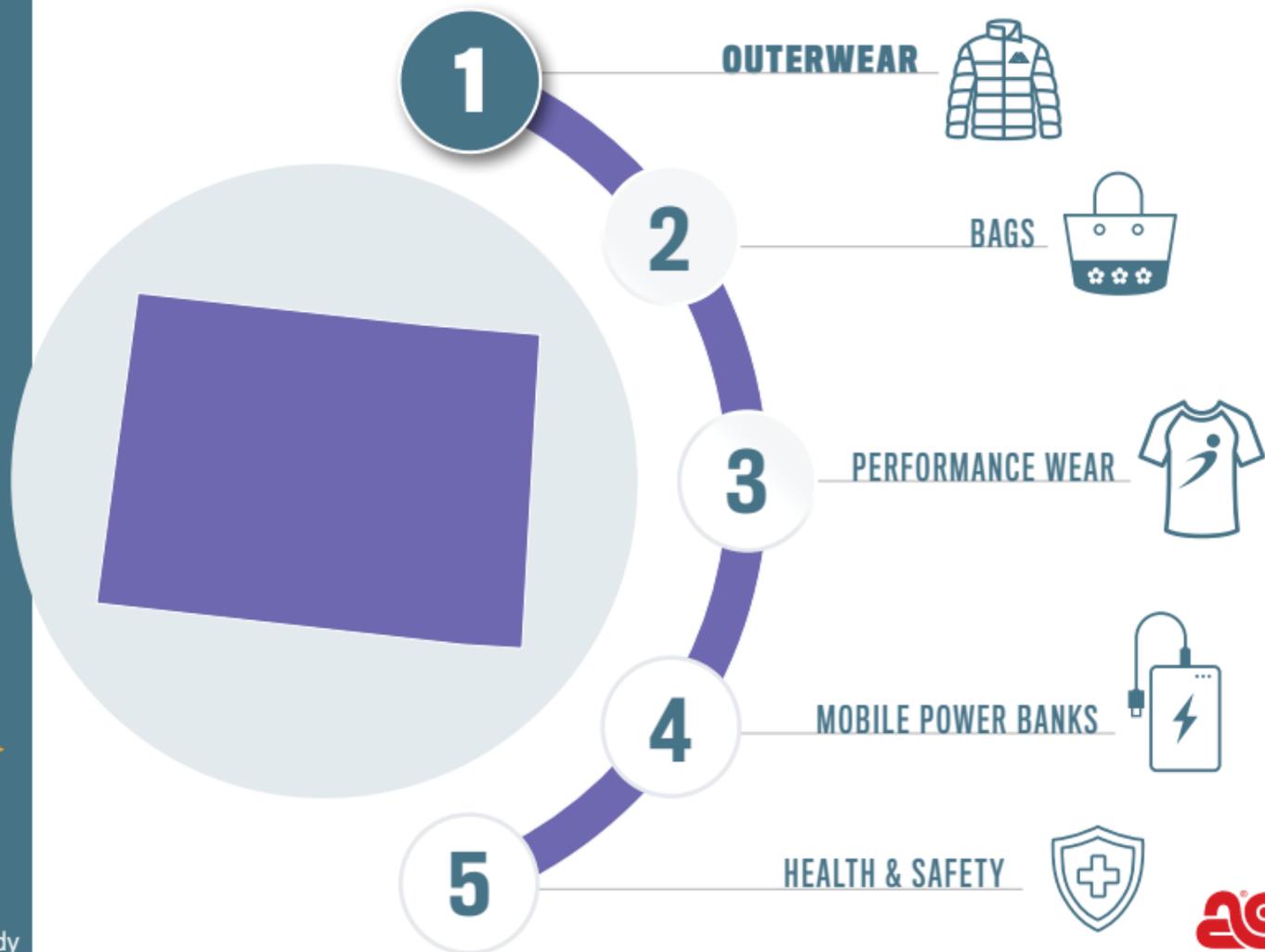
T-SHIRTS



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

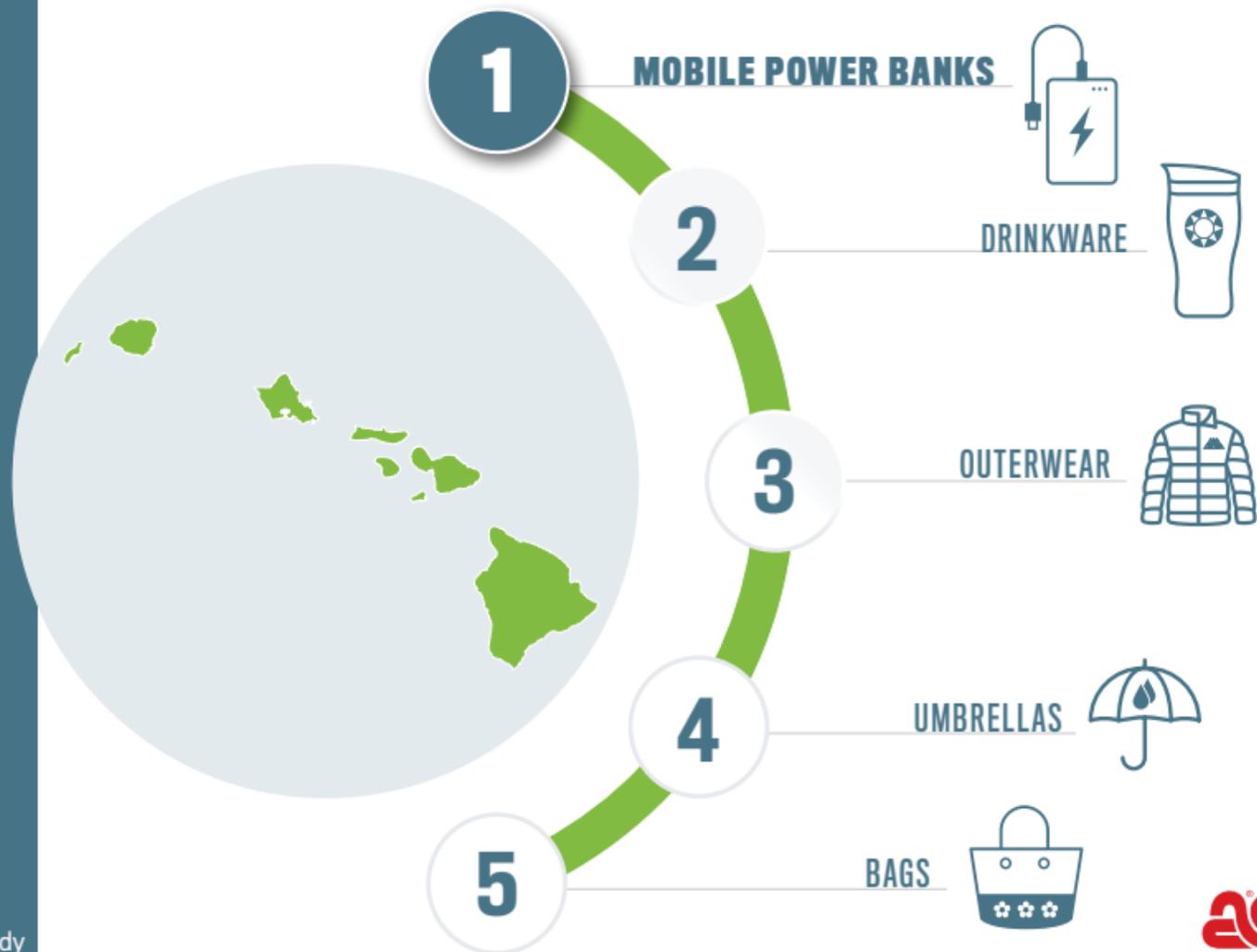
WRITING INSTRUMENTS



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF GEORGIA



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF HAWAII



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



1

OUTERWEAR



2

T-SHIRTS



3

DRINKWARE



4

PERFORMANCE WEAR



5

WRITING INSTRUMENTS



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF INDIANA



1

OUTERWEAR



2

T-SHIRTS



3

BAGS



4

DESK ACCESSORIES



5

POLO SHIRTS



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



1

OUTERWEAR



2

DESK ACCESSORIES



3

HEALTH & SAFETY



4

WRITING INSTRUMENTS



5

UMBRELLAS



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



1

PERFORMANCE WEAR



2

OUTERWEAR



3

WRITING INSTRUMENTS



4

POLO SHIRTS



5

DRINKWARE



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF MASSACHUSETTS



1

WRITING INSTRUMENTS



2

USB DRIVES



3

MOBILE POWER BANKS



4

T-SHIRTS



5

CALENDARS



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



1

OUTERWEAR



2

T-SHIRTS



3

POLO SHIRTS



4

HEALTH & SAFETY



5

WRITING INSTRUMENTS



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF MISSISSIPPI



1

WRITING INSTRUMENTS



2

OUTERWEAR



3

POLO SHIRTS



4

T-SHIRTS



5

DESK ACCESSORIES



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



1

OUTERWEAR



2

PERFORMANCE WEAR



3

BAGS



4

HEALTH & SAFETY



5

POLO SHIRTS



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF NEW HAMPSHIRE



1

OUTERWEAR



2

PERFORMANCE WEAR



3

T-SHIRTS



4

UMBRELLAS

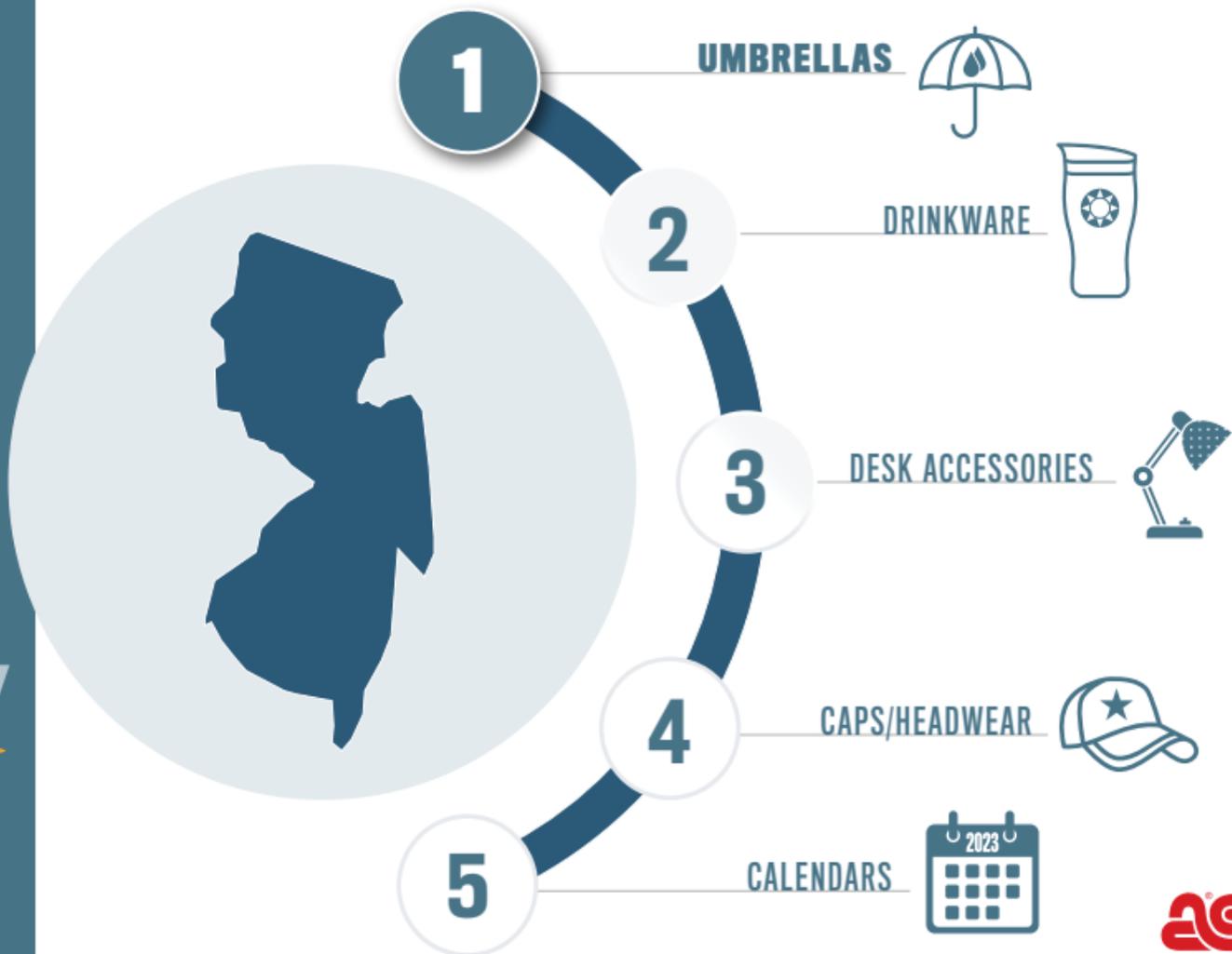


5

DESK ACCESSORIES



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF NEW JERSEY



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF NEW MEXICO

2023 Ad Impressions Study



1

POLO SHIRTS



2

CALENDARS



3

WRITING INSTRUMENTS



4

HEALTH & SAFETY



5

BAGS



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



1

OUTERWEAR



2

PERFORMANCE WEAR



3

MOBILE POWER BANKS



4

T-SHIRTS



5

UMBRELLAS



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF OHIO



1

OUTERWEAR



2

POLO SHIRTS



3

WRITING INSTRUMENTS



4

UMBRELLAS

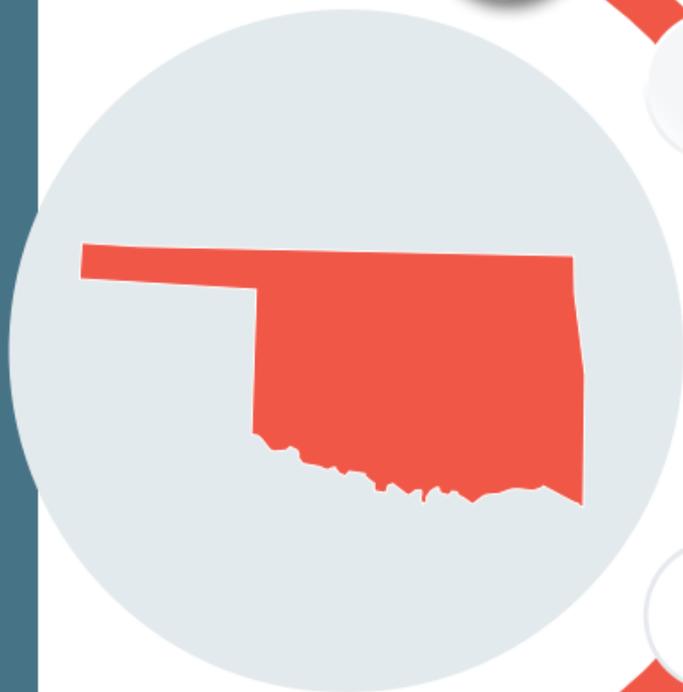


5

CALENDARS



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF OKLAHOMA



1

OUTERWEAR



2

POLO SHIRTS



3

WRITING INSTRUMENTS



4

UMBRELLAS

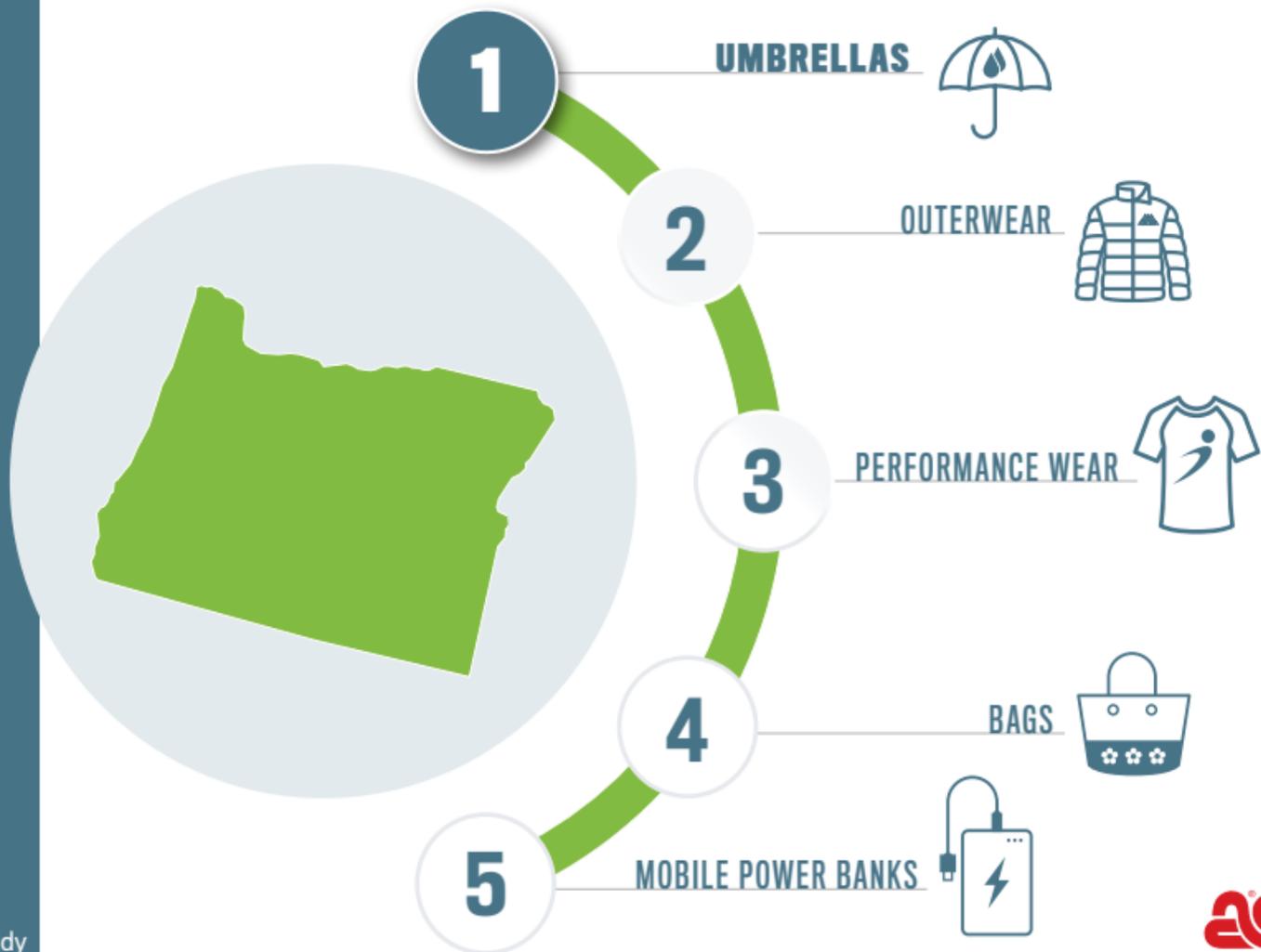


5

DESK ACCESSORIES



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF OREGON



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF PENNSYLVANIA



1

OUTERWEAR



2

PERFORMANCE WEAR



3

CAPS/HEADWEAR



4

UMBRELLAS



5

T-SHIRTS



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



1

WRITING INSTRUMENTS



2

PERFORMANCE WEAR



3

BAGS



4

OUTERWEAR

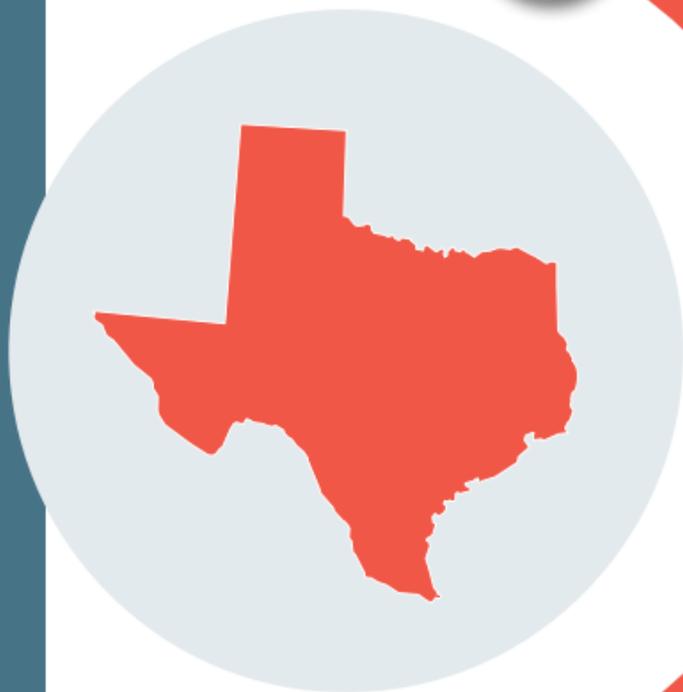


5

CAPS/HEADWEAR



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



1

OUTERWEAR



2

HEALTH & SAFETY



3

DESK ACCESSORIES



4

PERFORMANCE WEAR



5

CALENDARS



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



1

PERFORMANCE WEAR



2

OUTERWEAR



3

WRITING INSTRUMENTS



4

DRINKWARE



5

HEALTH & SAFETY



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

2023 Ad Impressions Study



1

OUTERWEAR



2

BAGS



3

PERFORMANCE WEAR



4

DESK ACCESSORIES

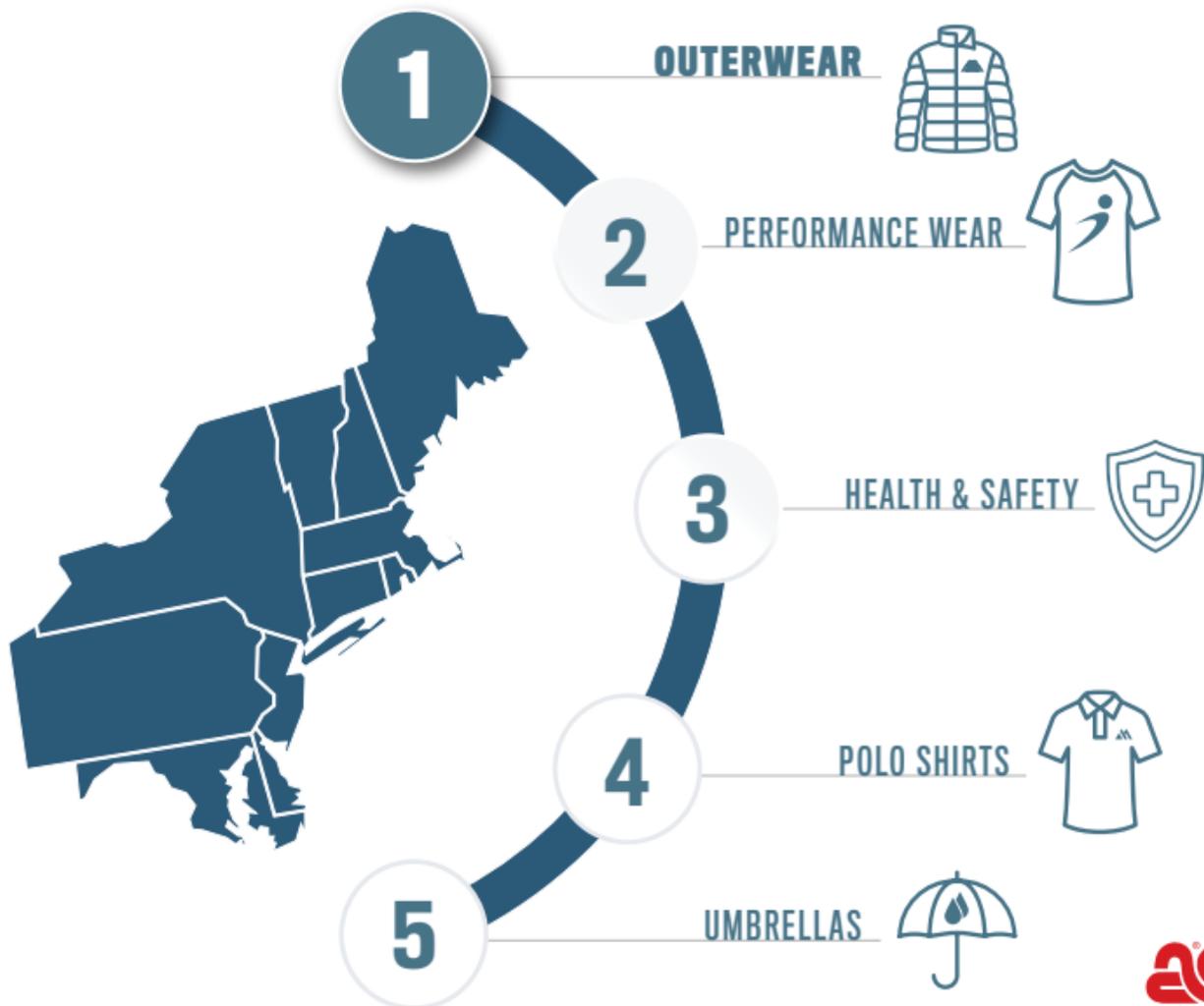


5

HEALTH & SAFETY



5 MOST INFLUENTIAL PROMO PRODUCTS FOR CONSUMERS IN THE NORTHEAST

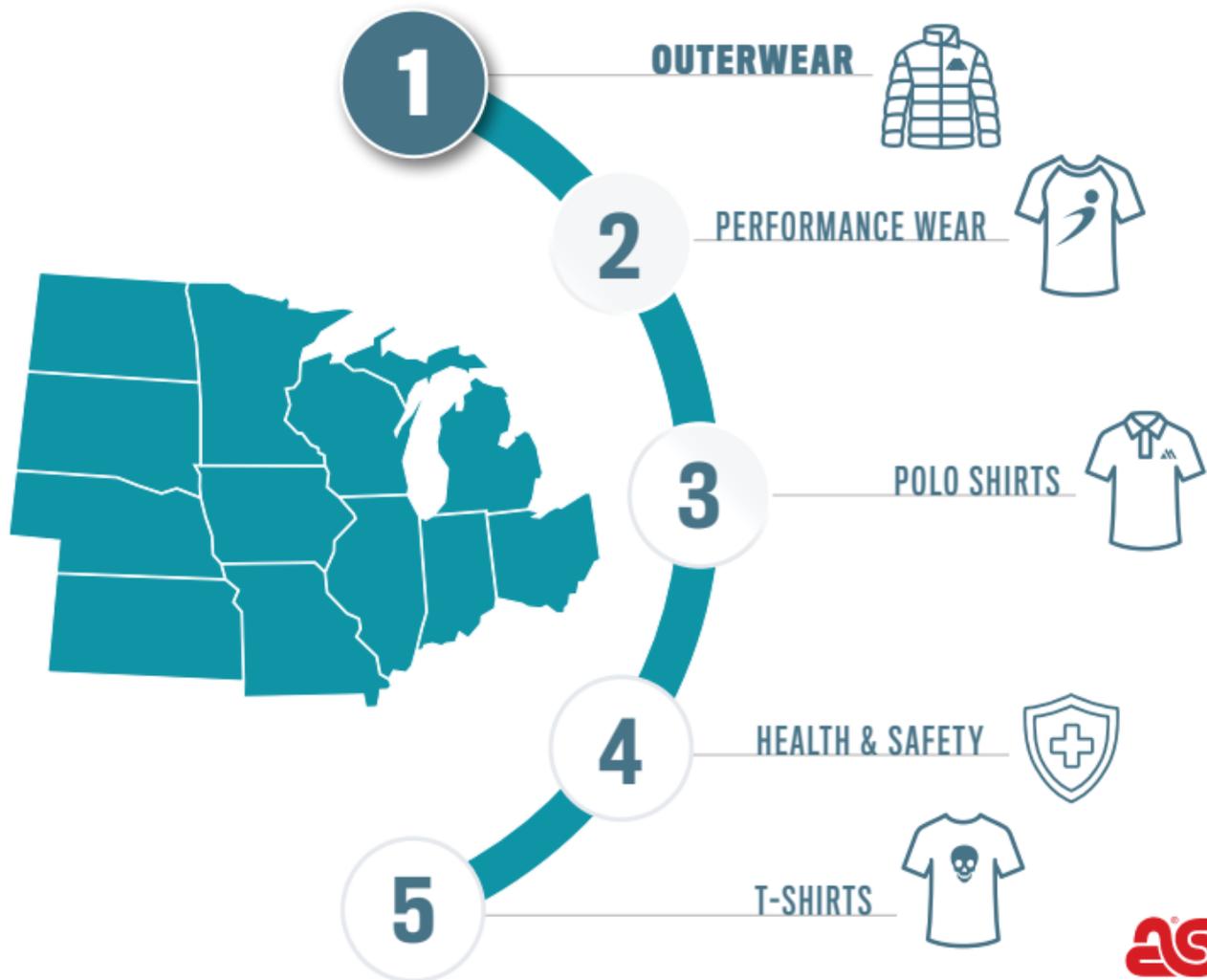


5 MOST INFLUENTIAL PROMO PRODUCTS FOR CONSUMERS IN THE SOUTHEAST

2023 Ad Impressions Study



5 MOST INFLUENTIAL PROMO PRODUCTS FOR CONSUMERS IN THE MIDWEST

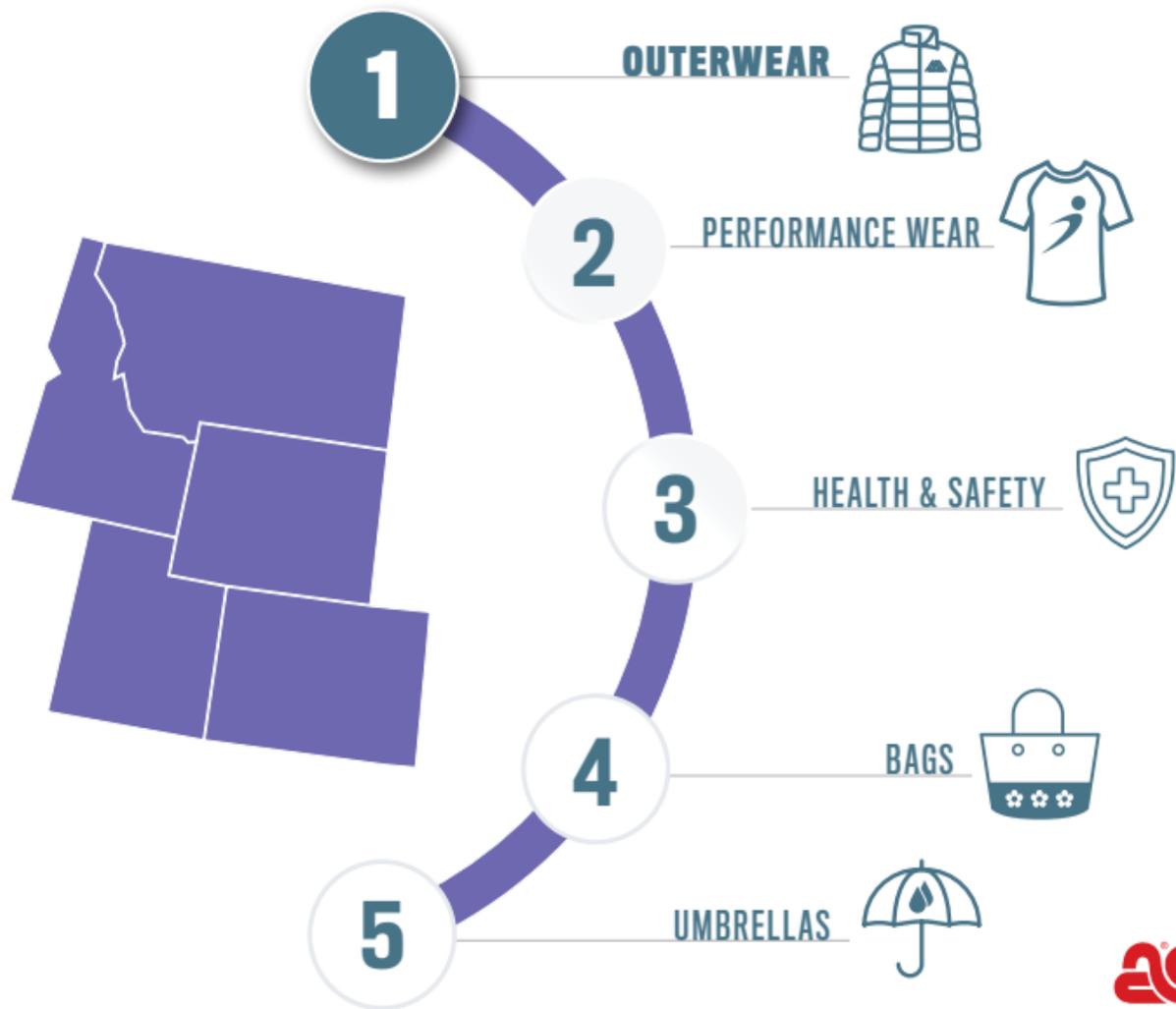


5 MOST INFLUENTIAL PROMO PRODUCTS FOR CONSUMERS IN THE SOUTHWEST

2023 Ad Impressions Study



5 MOST INFLUENTIAL PROMO PRODUCTS FOR CONSUMERS IN THE MOUNTAIN REGION



5 MOST INFLUENTIAL PROMO PRODUCTS FOR CONSUMERS IN THE PACIFIC REGION

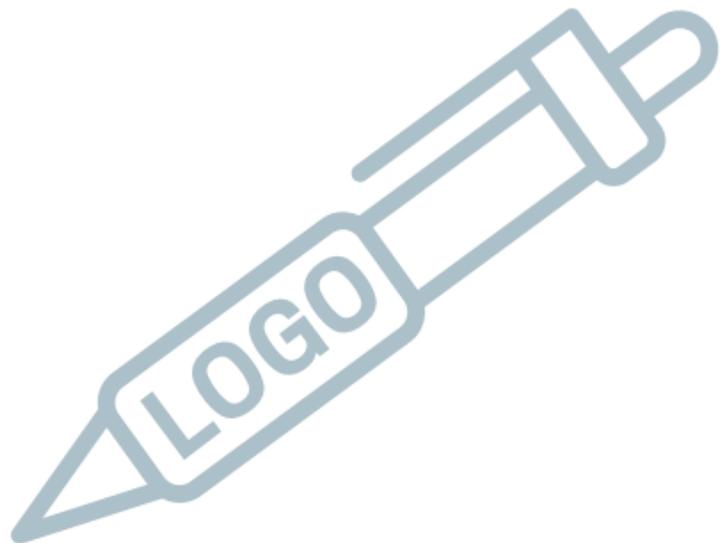
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UMBRELLAS ARE MORE INFLUENTIAL IN THE NORTHEAST THAN ANY OTHER REGION



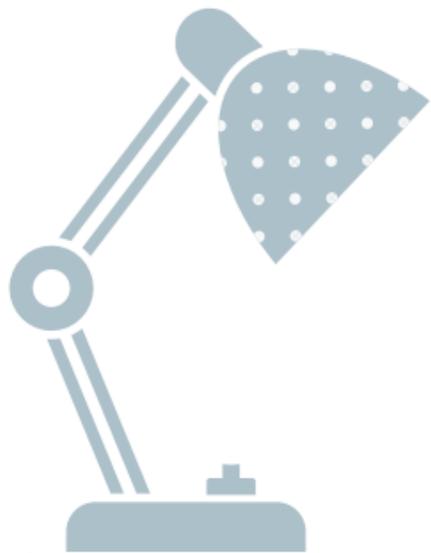
WRITING INSTRUMENTS ARE MORE INFLUENTIAL IN THE SOUTHEAST THAN ANY OTHER REGION



OUTERWEAR IS MORE INFLUENTIAL IN THE NORTHEAST THAN ANY OTHER REGION



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



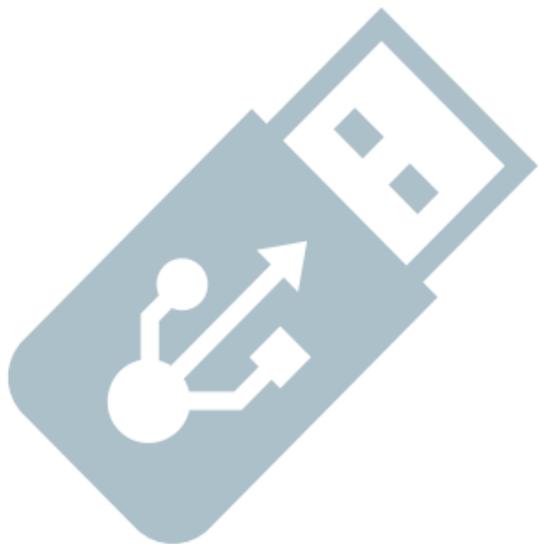
HEALTH & SAFETY PRODUCTS ARE MORE INFLUENTIAL IN THE NORTHEAST THAN **ANY** OTHER REGION



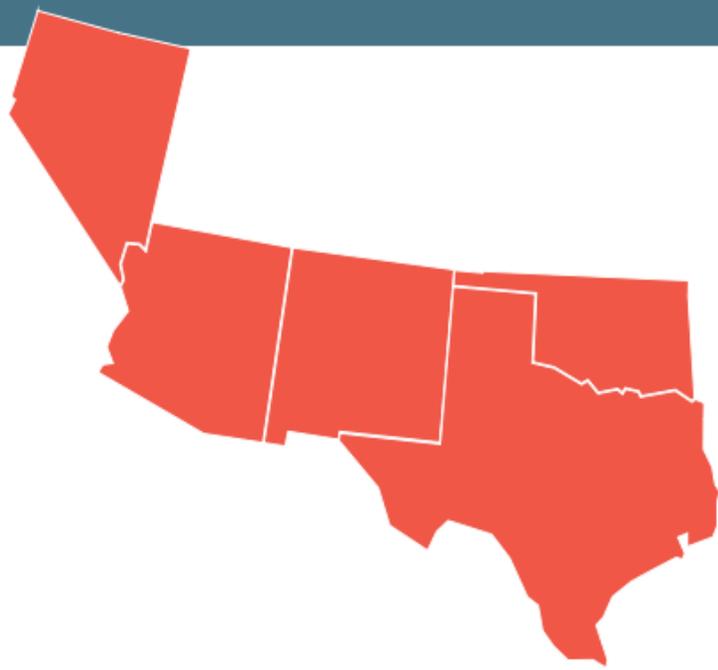
BAGS ARE MORE INFLUENTIAL IN THE SOUTHEAST THAN ANY OTHER REGION



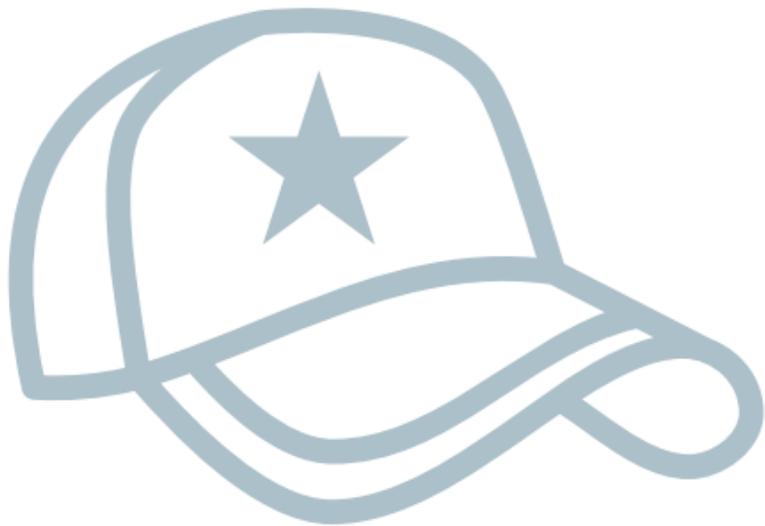
USB DRIVES ARE MORE INFLUENTIAL IN THE NORTHEAST THAN ANY OTHER REGION



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**

2023 Ad Impressions Study



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

