



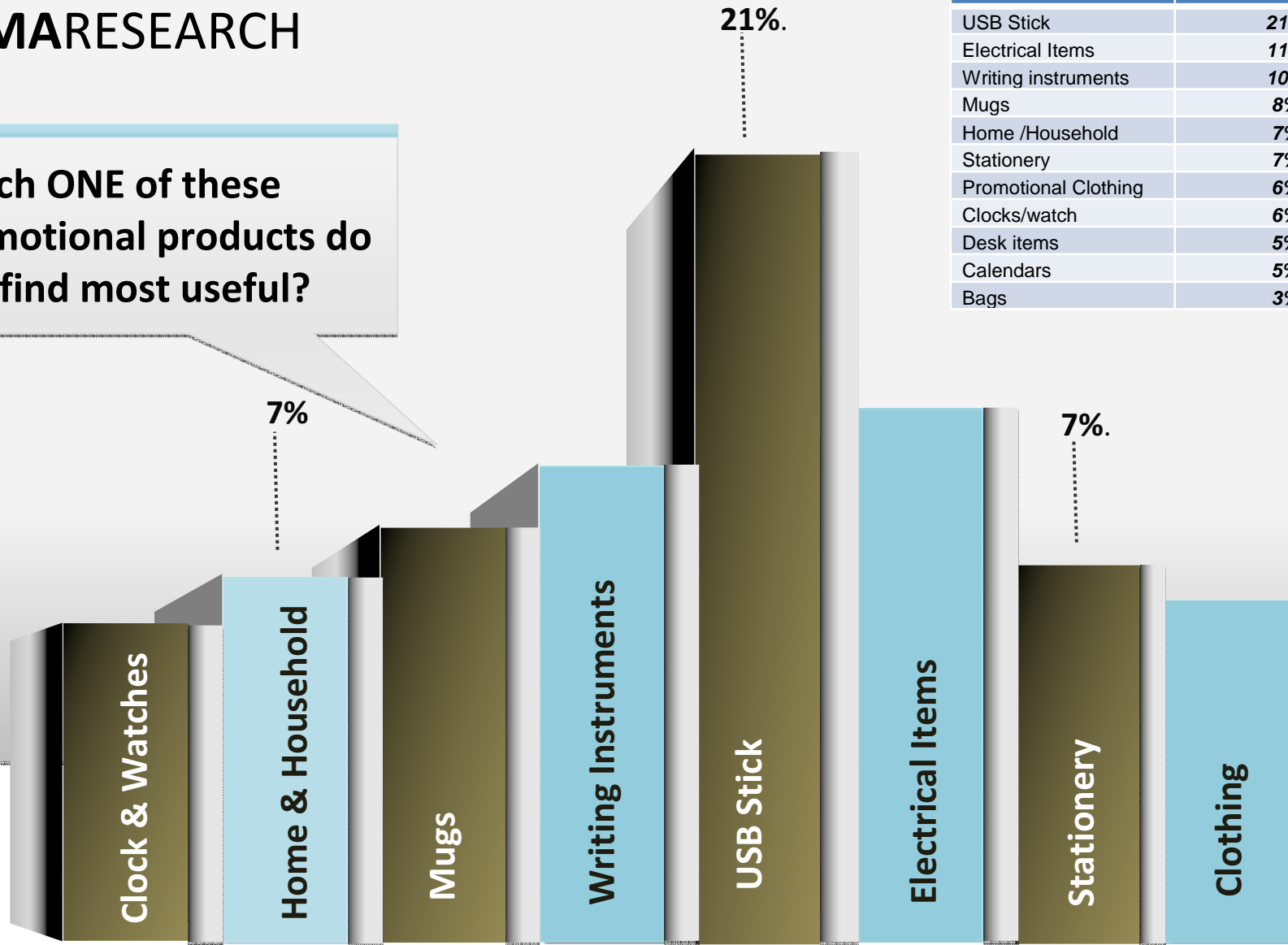
bpmaresearch

BPMARESEARCH

- 1** A UK wide study was conducted of a randomly selected set of 14,728 adults, who were screened on receiving promotional items at either work or home. Students and people under 21 were excluded.
- 2** Of the 517 responses received there were 254 female respondents and 263 male respondents from across a range of sectors including manufacturing, retail, IT/ Communications, media, finance and education. Job titles included Chairman/MD, manager, director, executive , P.A, administrator.
- 3** The online survey was commissioned by the BPMA and was carried out in the Summer of 2011 by ActionPoint Marketing Solutions Ltd.

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Which ONE of these promotional products do you find most useful?



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Thinking of promotional items generally, which items do you most like to receive?

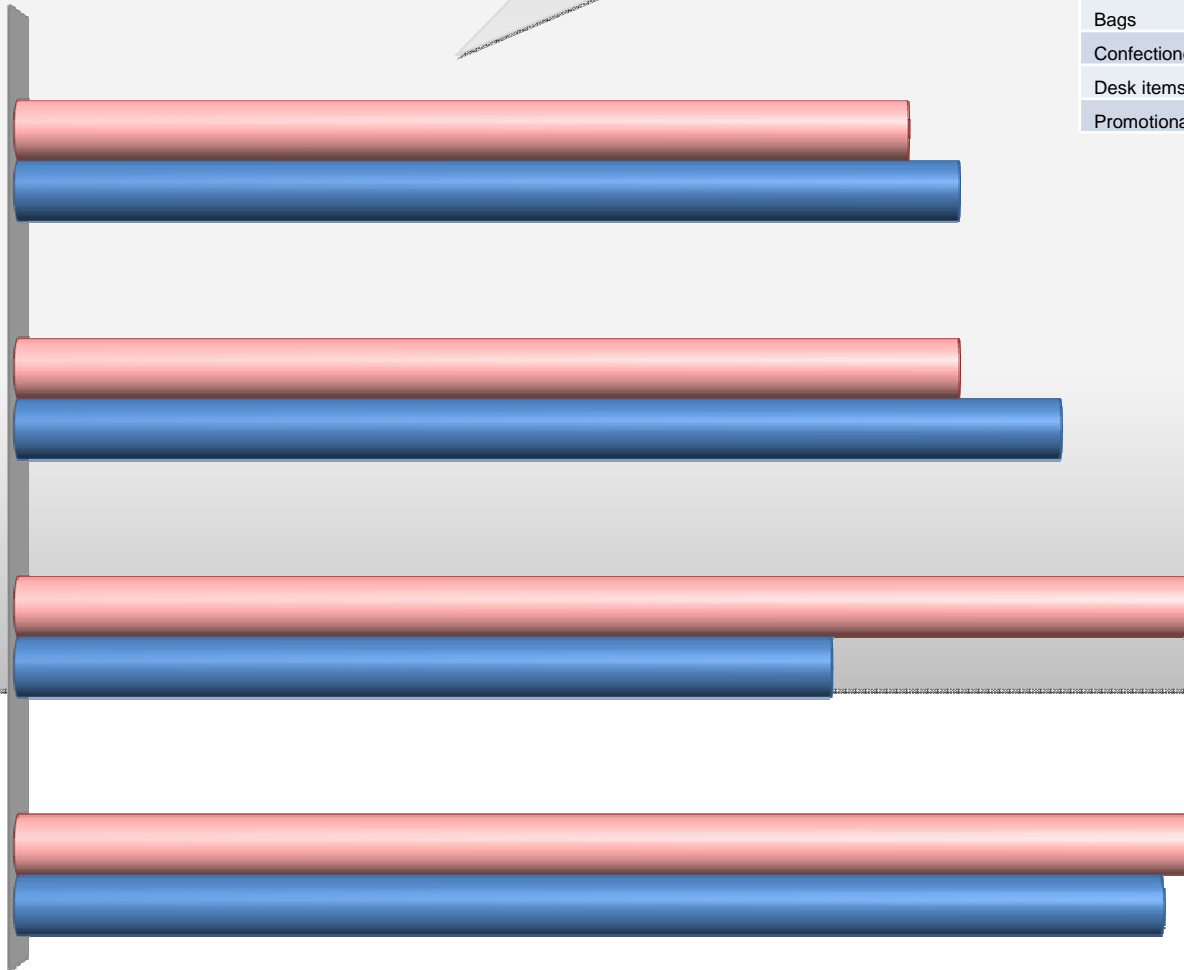
Promotional Product	Male	Female
USB stick	45%	46%
Writing instruments	32%	46%
Electrical Items	41%	37%
Mugs	37%	35%
Home/household	25%	38%
Stationery	23%	35%
Clocks/watch	30%	25%
Bags	18%	37%
Confectionery	22%	33%
Desk items (excl Pens/Pencils)	21%	30%
Promotional Clothing e.g T shirt	29%	20%

Mugs

Electrical Items

Writing instruments

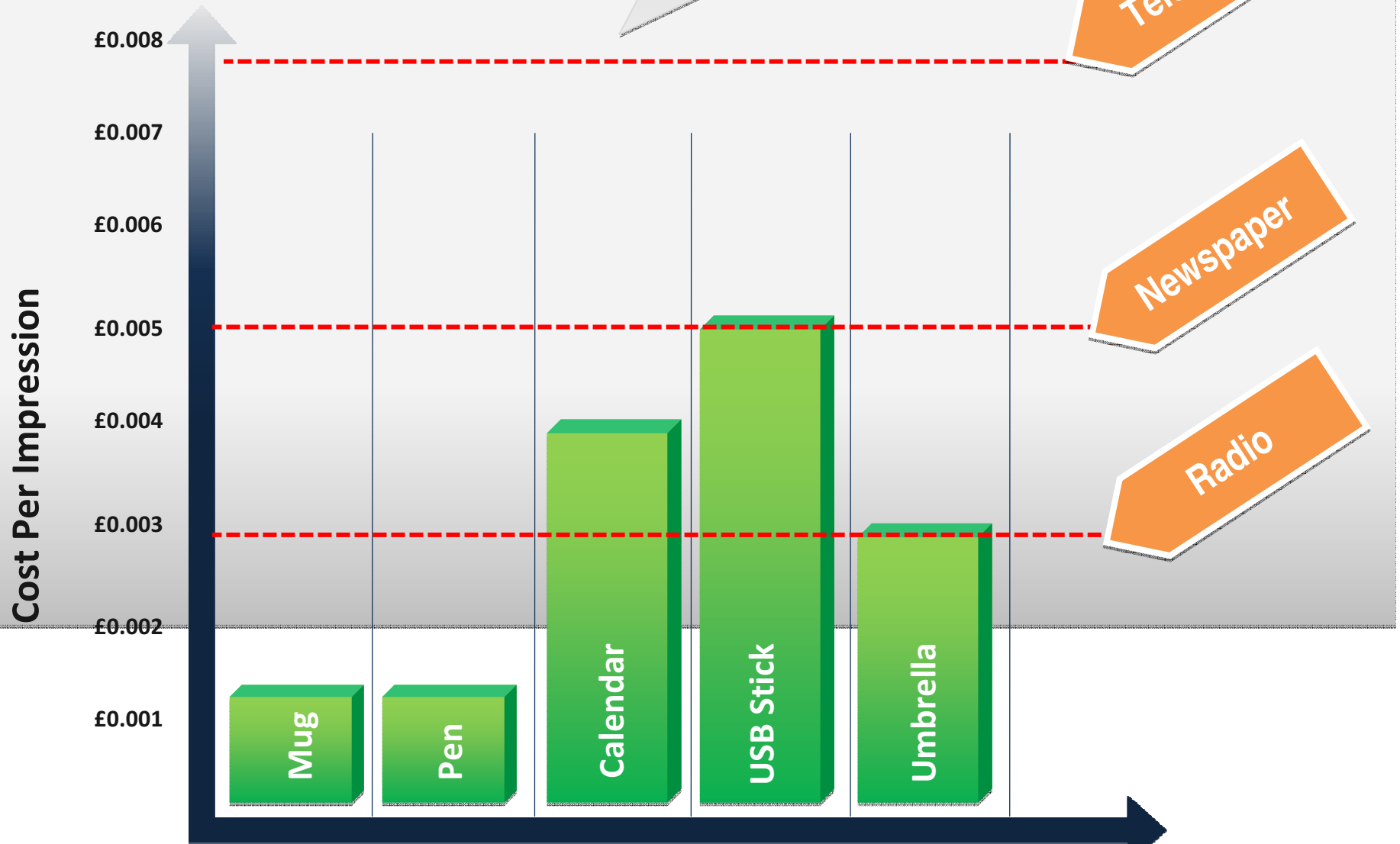
USB



Female

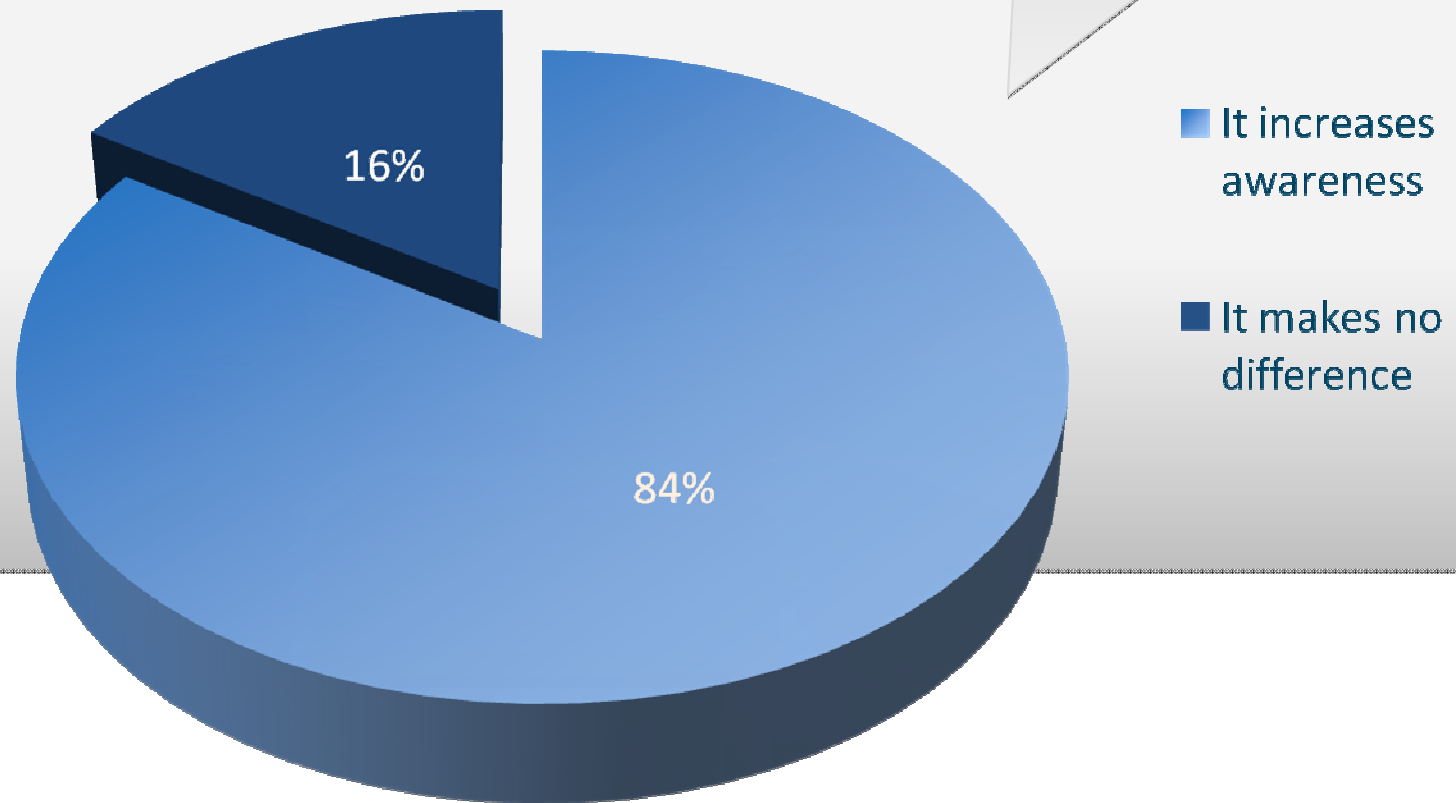
Male

CPI Vs Other Advertising Media



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Does a branded promotional gift item increase the awareness of that company's brand or does it make no difference?

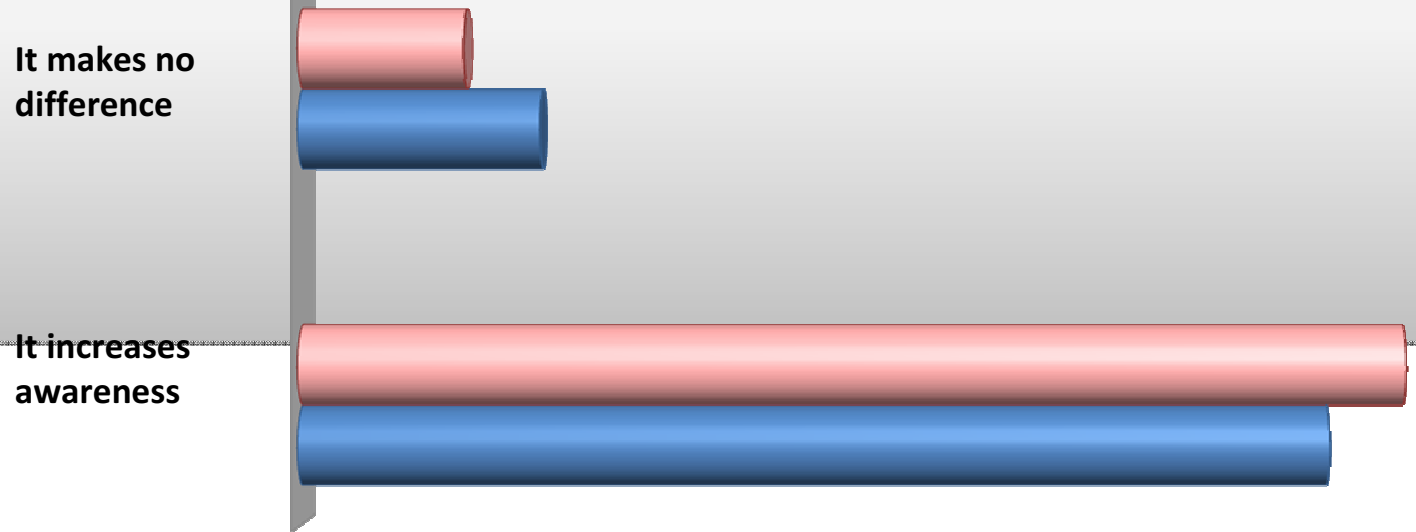


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In your opinion, does a branded promotional gift item increase the awareness of that company's brand or does it make no difference?

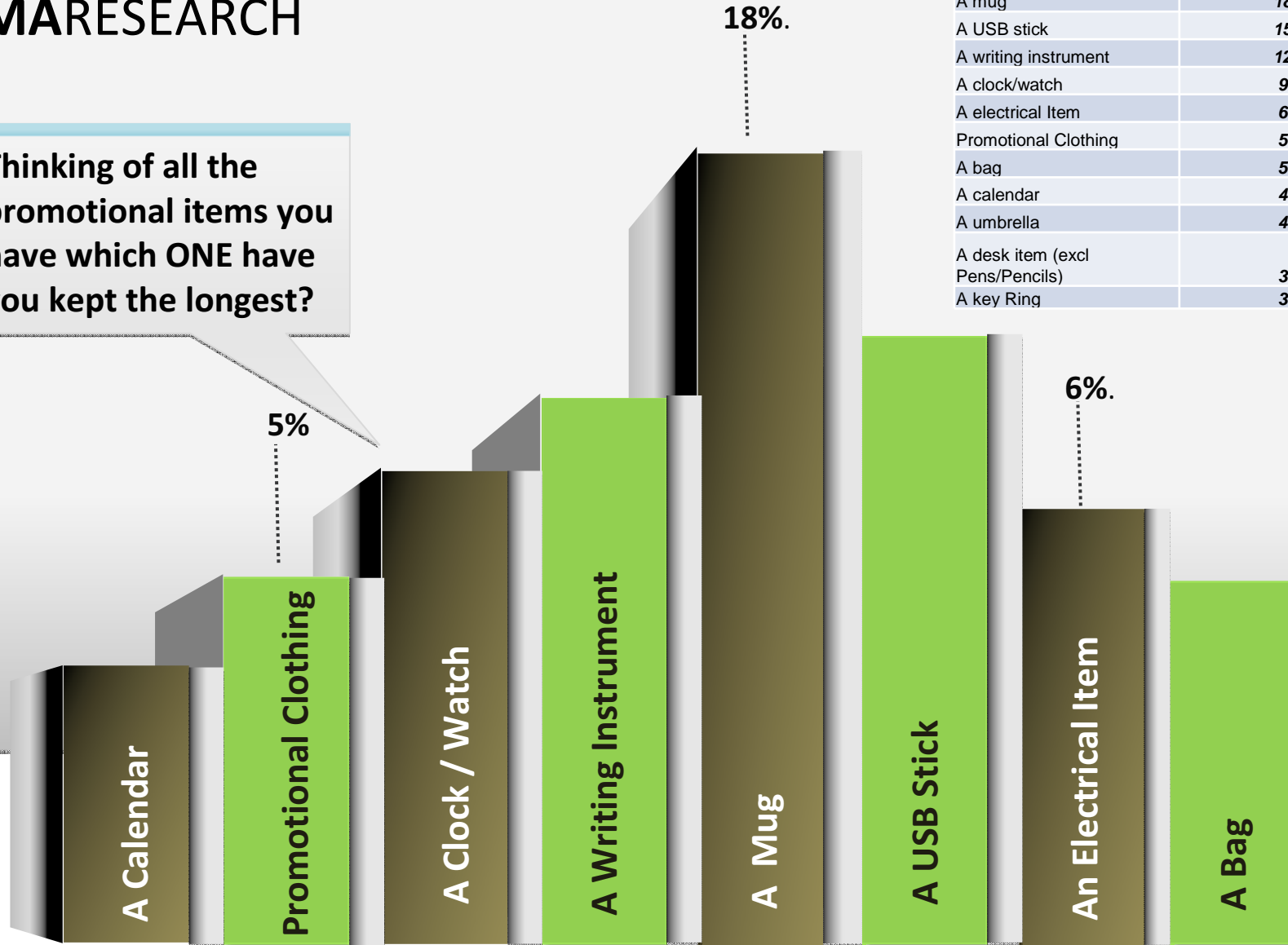
Promotional Product	Male	Female
It increases awareness	81%	87%
It makes no difference	19%	13%

Female
Male



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Thinking of all the promotional items you have which ONE have you kept the longest?

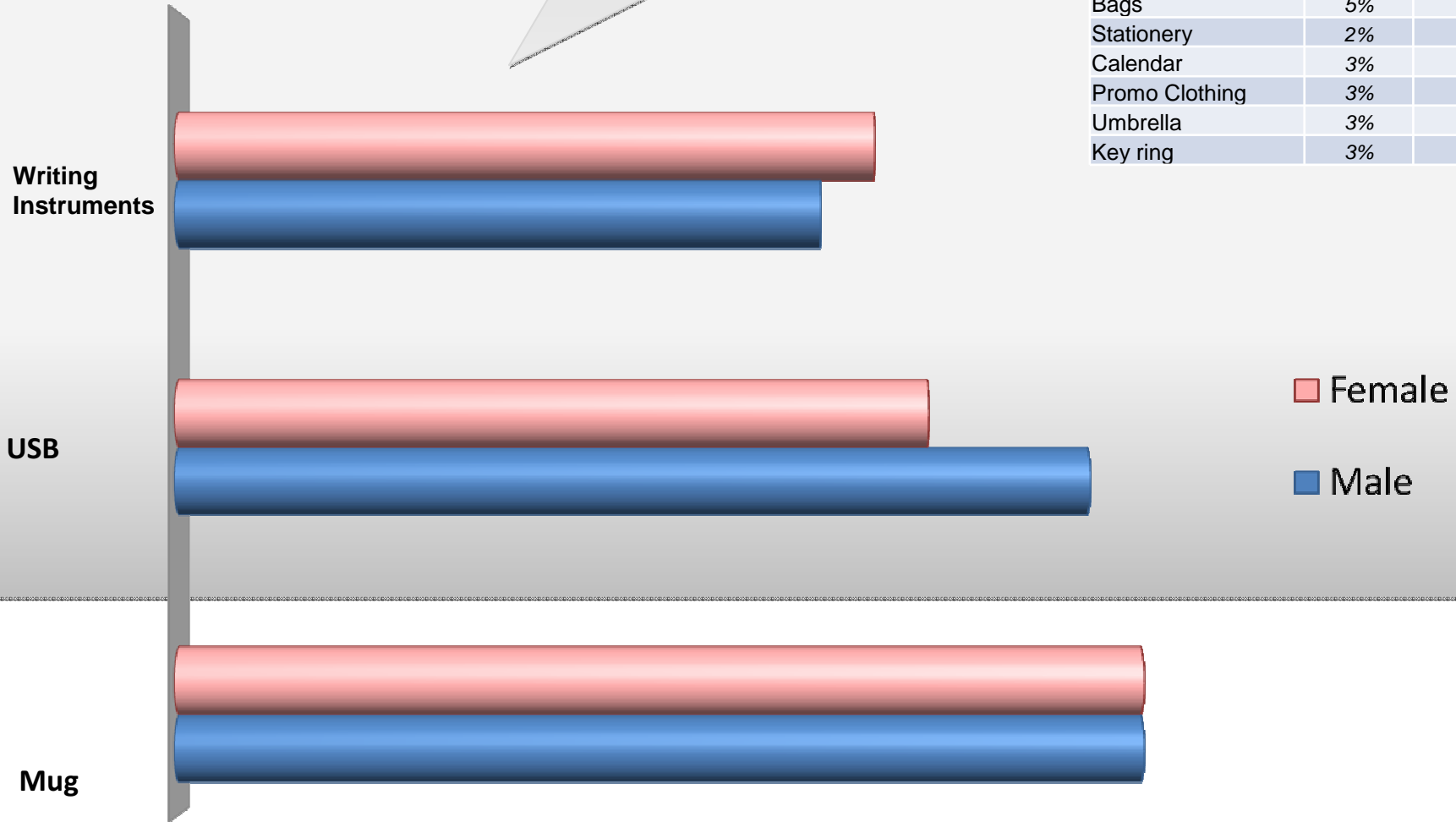


Promotional Product	%
A mug	18%
A USB stick	15%
A writing instrument	12%
A clock/watch	9%
A electrical item	6%
Promotional Clothing	5%
A bag	5%
A calendar	4%
A umbrella	4%
A desk item (excl Pens/Pencils)	3%
A key Ring	3%

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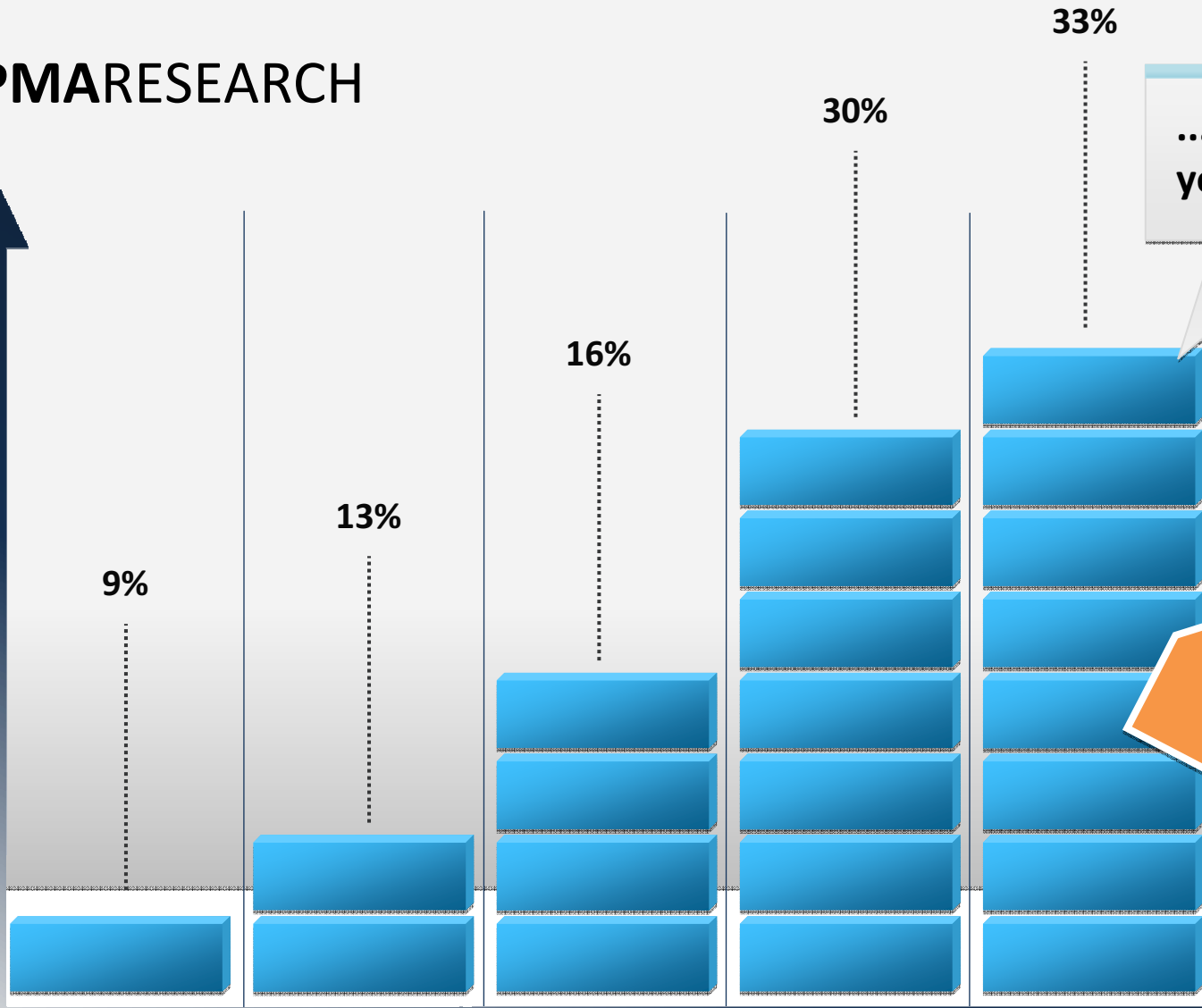
Thinking of all the promotional items you have at home or at work which ONE have you kept the longest?

Promotional Product	Male	Female
Mug	18%	18%
USB	17%	14%
Writing Inst	12%	13%
Clock/watch	11%	7%
Electrical	9%	4%
Bags	5%	6%
Stationery	2%	7%
Calendar	3%	5%
Promo Clothing	3%	4%
Umbrella	3%	4%
Key ring	3%	3%



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↑
%



...and how long have you had this item?

The AVERAGE result was 2.91 years.

5 Years

Less than 1 Year

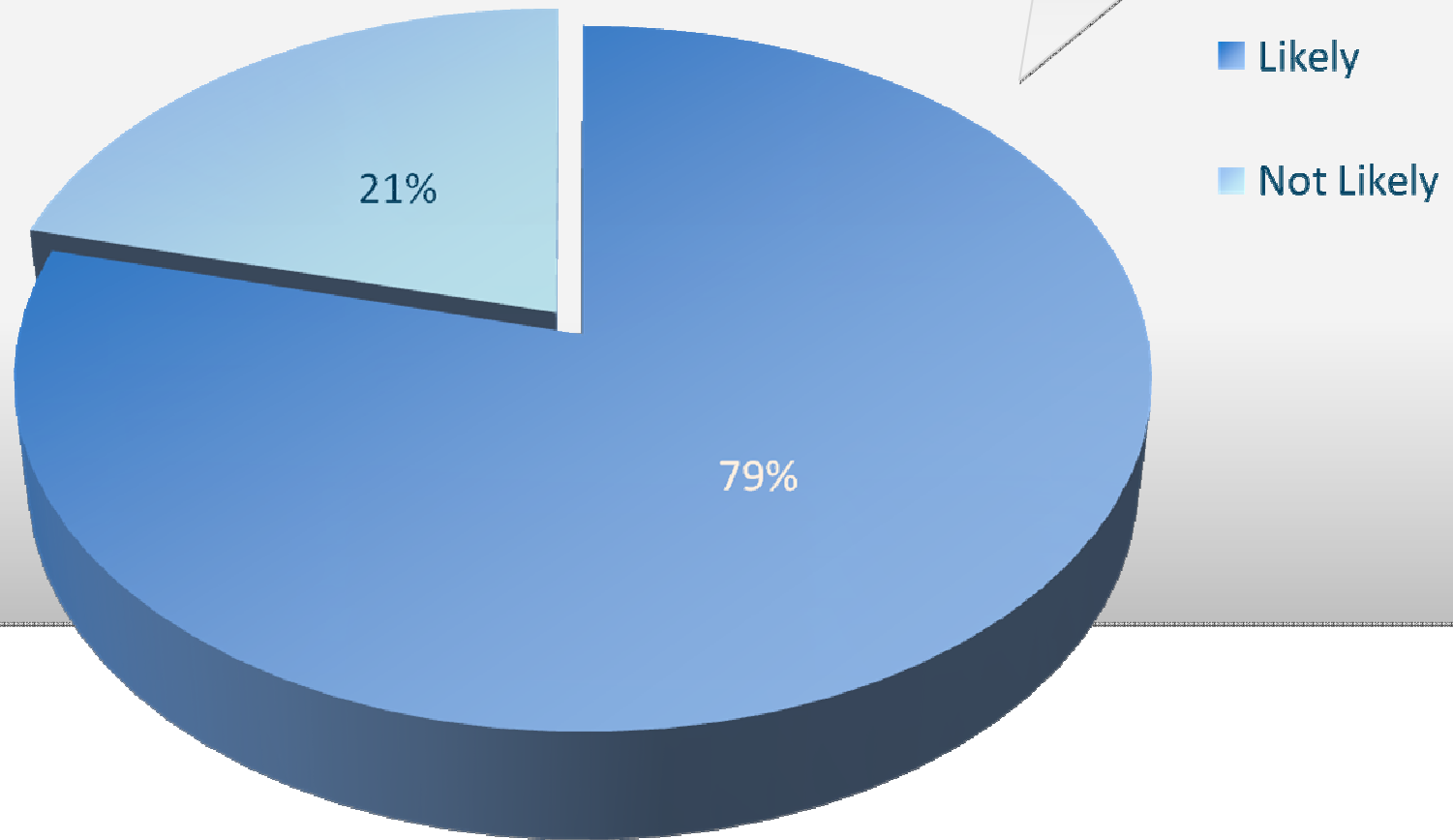
Over 5 Years

3-4 Years

1-2 Years

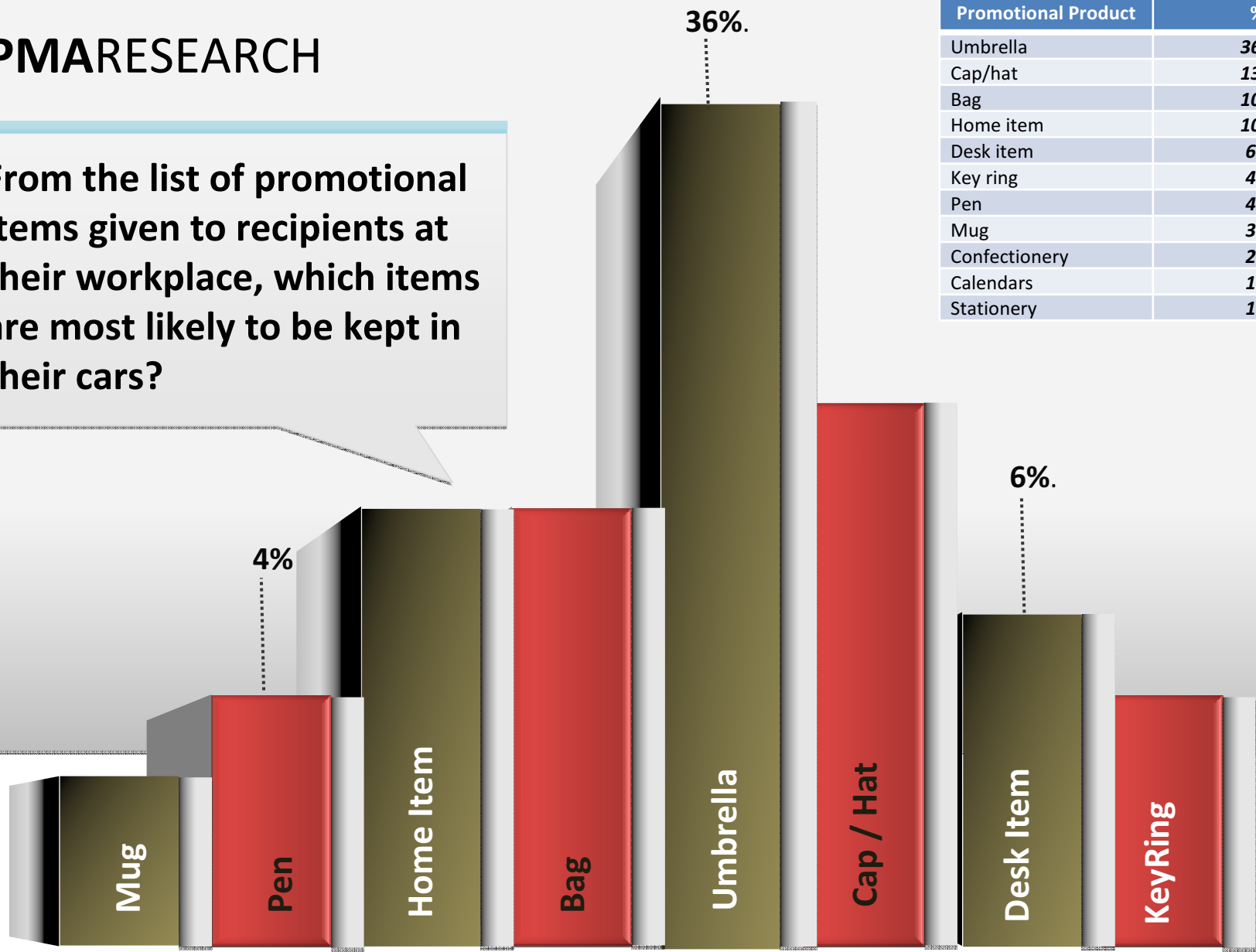
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How likely might you be to now do business with the company?



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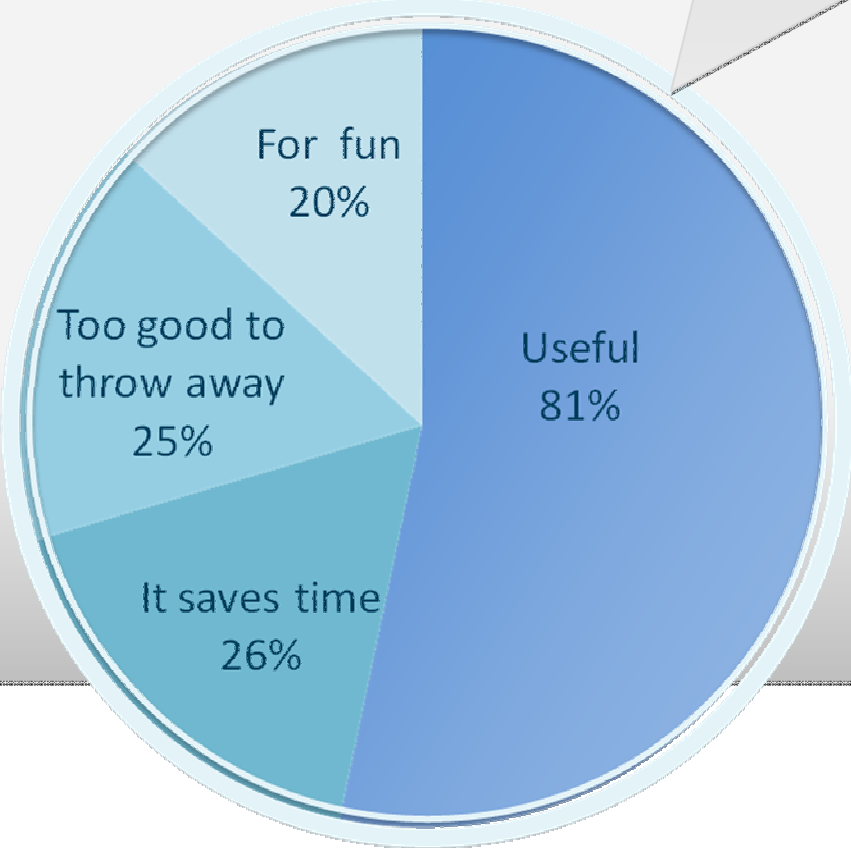
From the list of promotional items given to recipients at their workplace, which items are most likely to be kept in their cars?



Promotional Product	%
Umbrella	36%
Cap/hat	13%
Bag	10%
Home item	10%
Desk item	6%
Key ring	4%
Pen	4%
Mug	3%
Confectionery	2%
Calendars	1%
Stationery	1%

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Thinking of the promotional item that you find MOST useful, why do you use/keep this particular item?



* Please note that this chart exceed 100% as respondents could allocate a certain percentage to multiple answers.

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If you are given an eco - friendly or green item (including gifts made from re-cycled materials) how, if at all, does this change your opinion of the company?

