

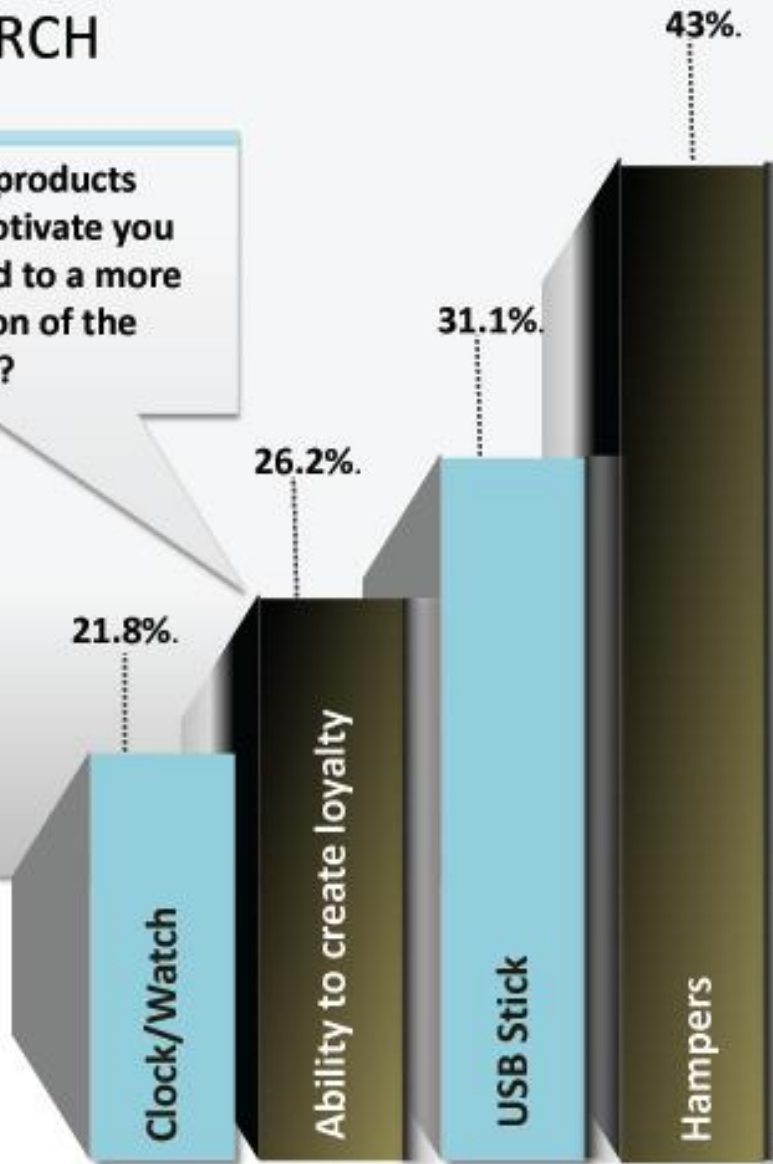
THE
SOURCING
TEAM



bpma research

BPMARESEARCH

Which promotional products are most likely to motivate you to take action or lead to a more favourable impression of the advertiser/company?



Promotional Product	%
Hamper	43.3%
USB stick	31.1%
Clock/watch	26.2%
Luggage	21.8%
Umbrella	19.8%
Mug	18.0%
Confectionery	17.2%
T/golf shirt	16.5%
Diary/notebook	16.1%
Pen	15.3%
Wallet	14.5%

*multi answers possible

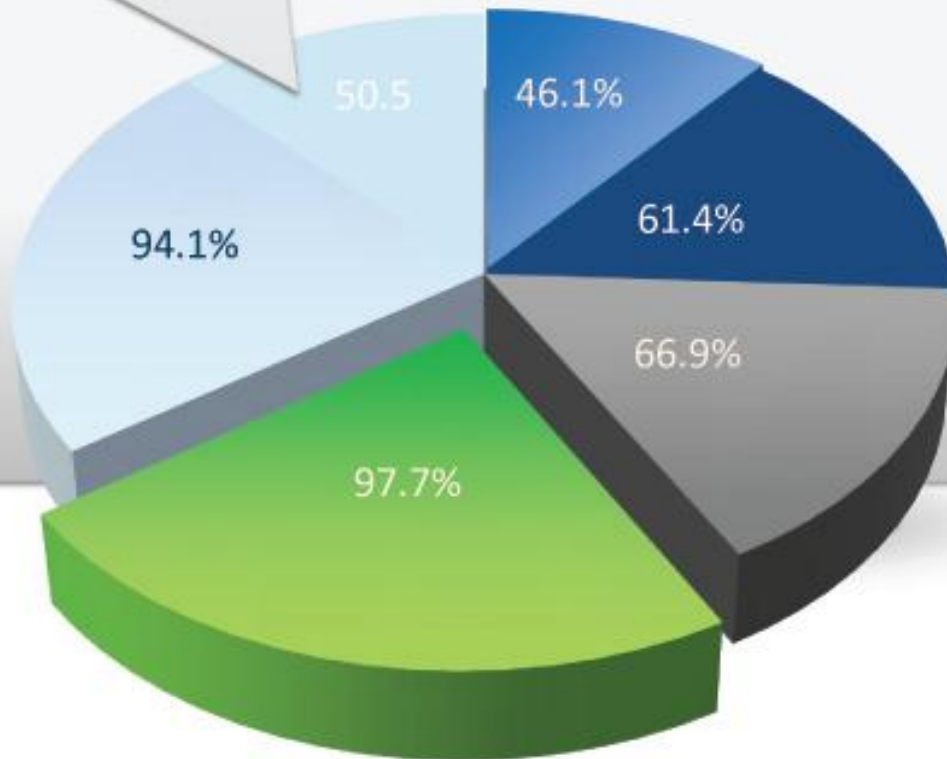
THE SOURCING TEAM



bpma
british promotional merchandise association

BPMARESEARCH

In general, what are your immediate actions and reactions upon receiving a promotional product?



- like receiving free promotional products that have an advertising message
- generally keep the product if they like the particular product
- generally keep promotional products if they have a use for them
- think promotional products are not a waste of money
- would like to get promotional products more often
- do not forget the advertiser/product advertised after they have had the promotional product for more than six months.

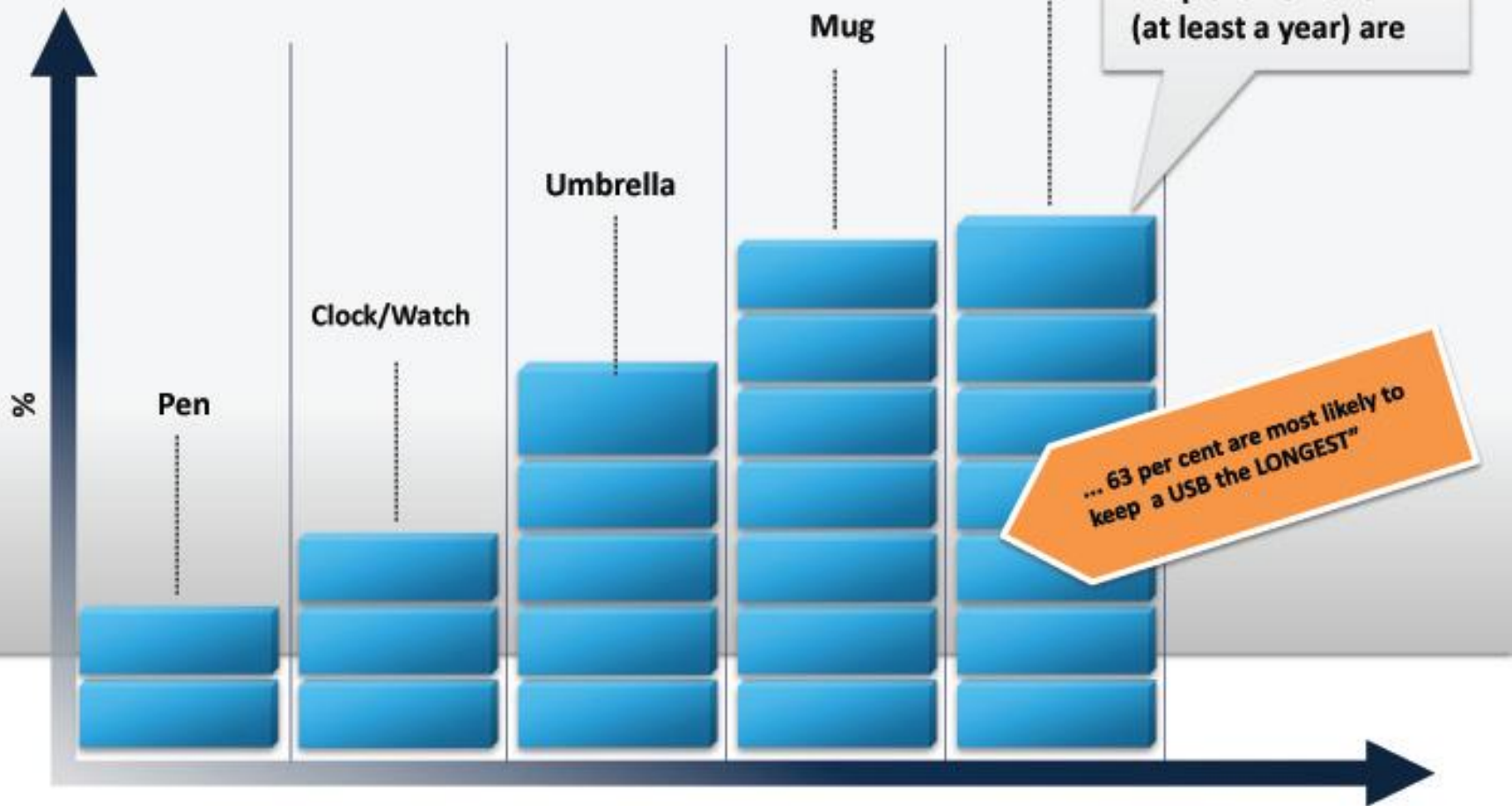
*multi answers possible

THE
SOURCING
TEAM



bpma
british promotional
merchandise association

BPMARESEARCH



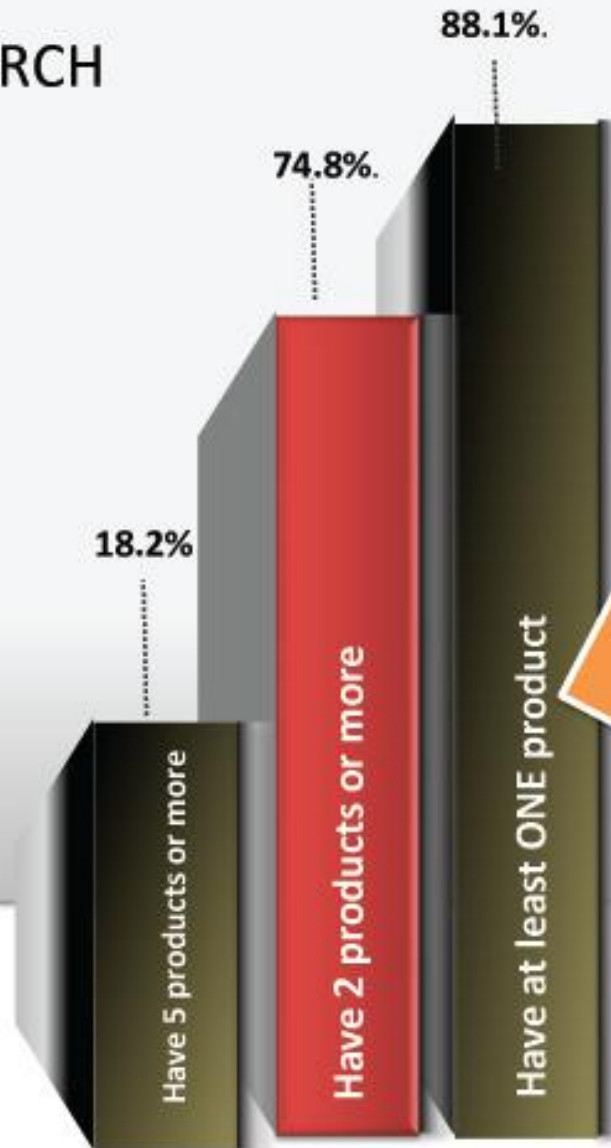
*multi answers possible – for full results please see excel

THE
SOURCING
TEAM



bpma
british promotional
merchandise association

BPMARESEARCH



How many promotional products do you have on/in your office or desk?

OVER HALF (52.7%) have 3 or more products on desk/in office, and Nearly a third (30.6%) have 4 or more products.

*multi answers possible

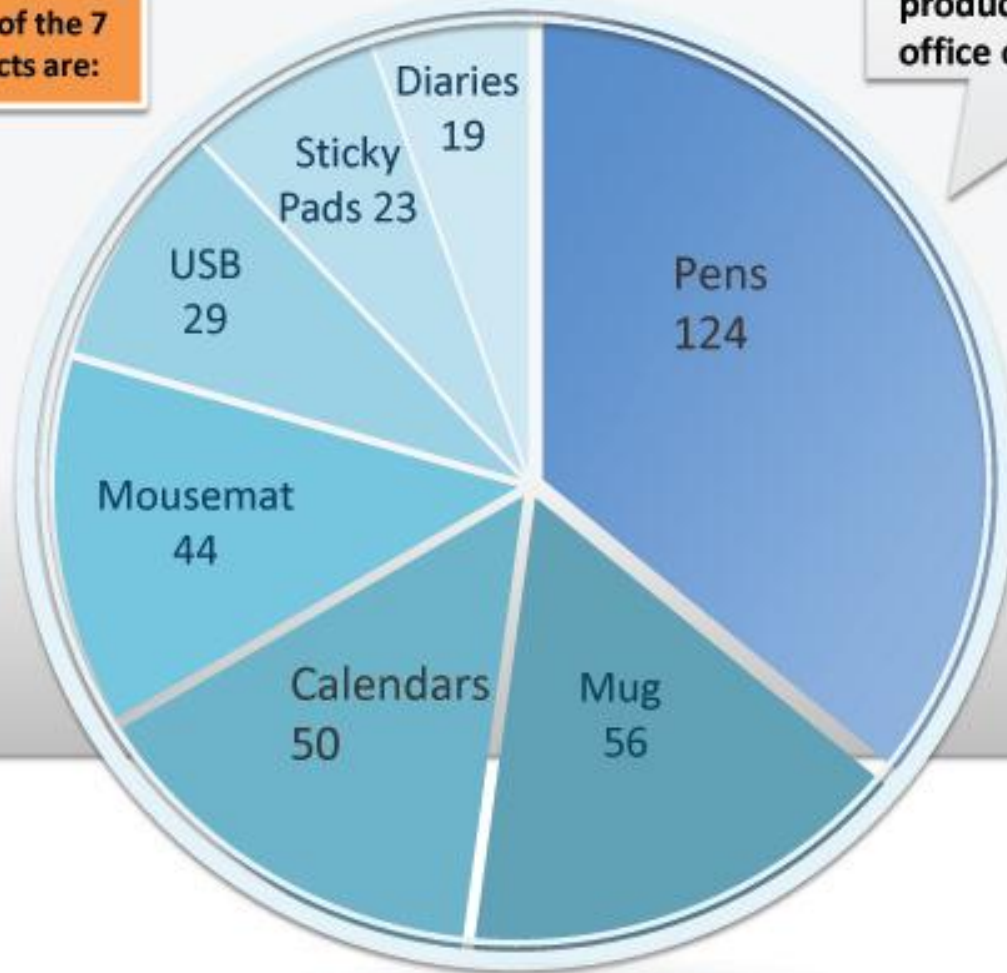
THE
SOURCING
TEAM



bpma
british promotional
merchandise association

BPMARESEARCH

Summary of the 7 top products are:



Most prevalent promotional products that you have in your office or desk

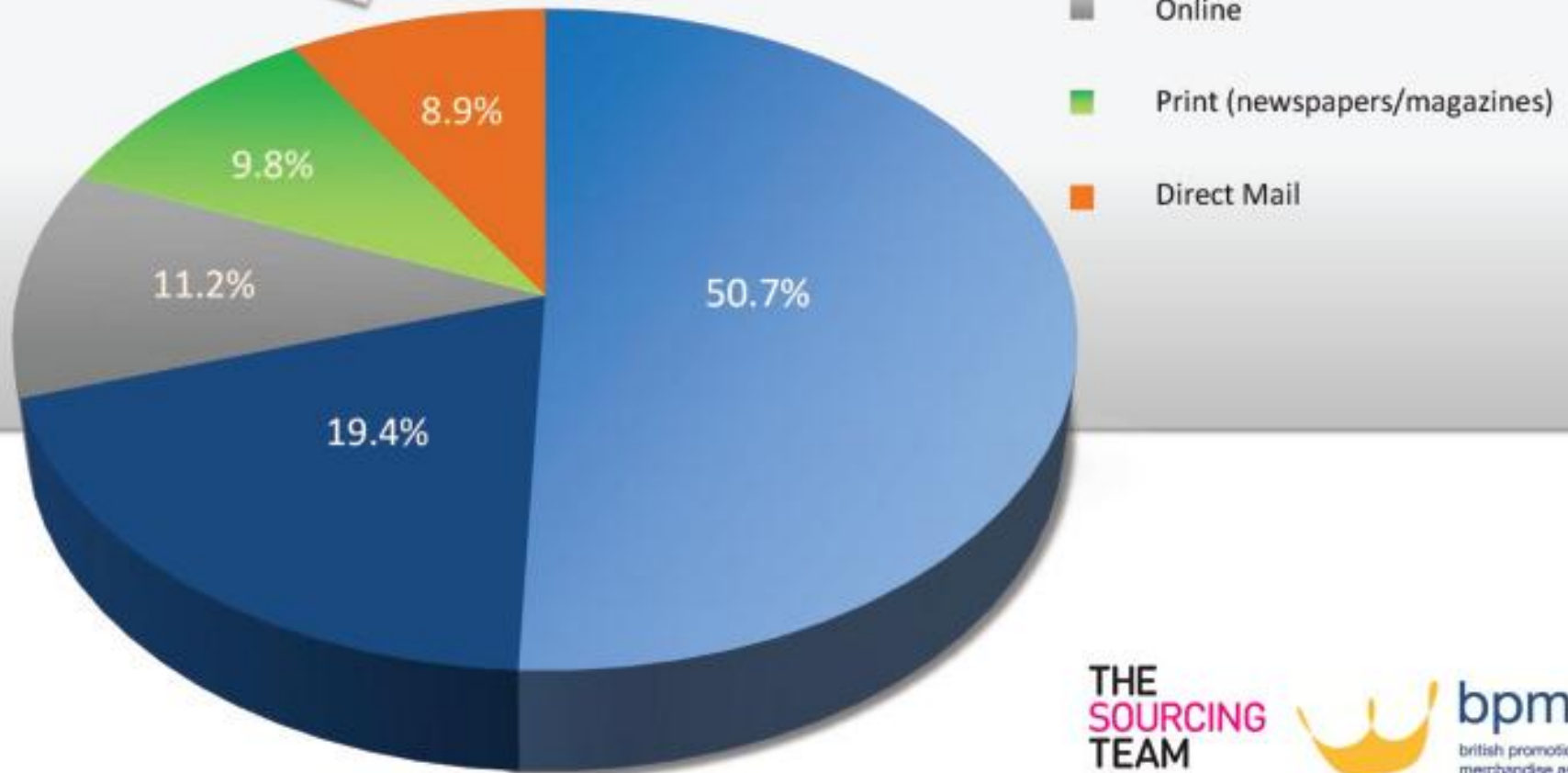
THE
SOURCING
TEAM



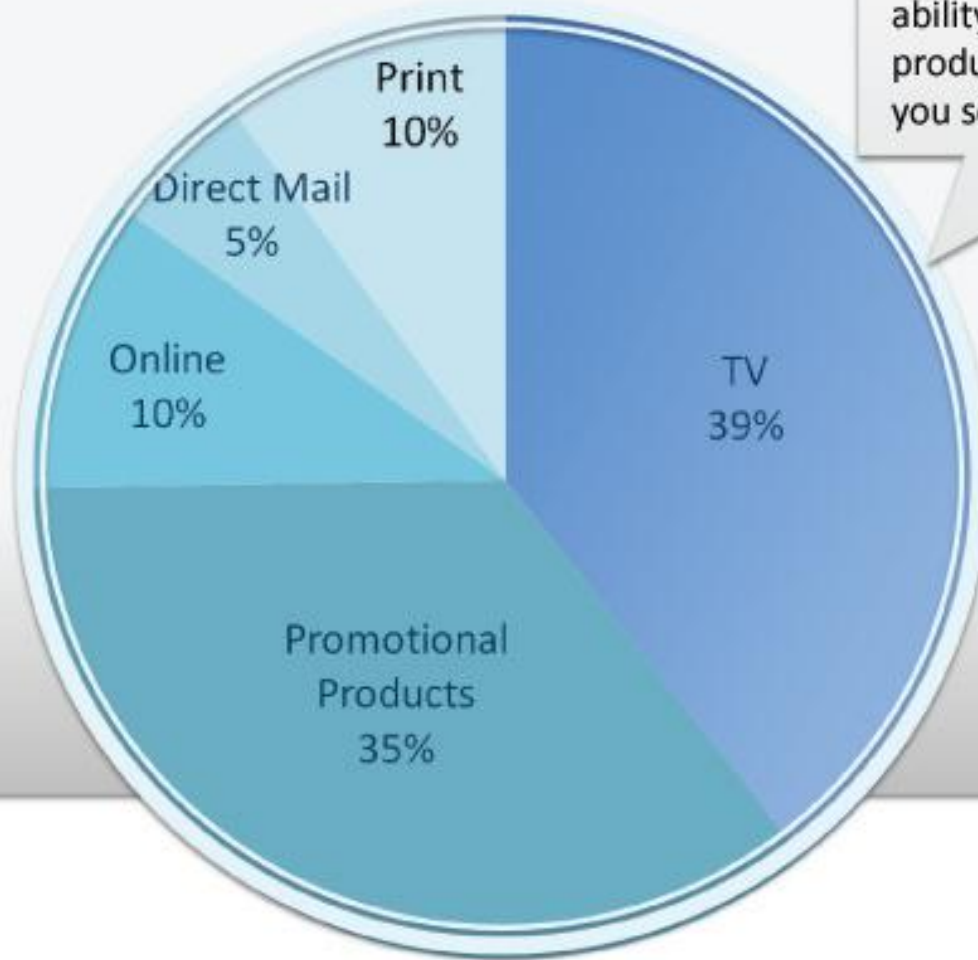
bpma
british promotional
merchandise association

BPMARESEARCH

In your perception which one of the following advertising media has the best ability to get you to take action:



BPMARESEARCH



In your perception which one of the following media has the best ability to make you remember the product, brand or service because you see it more often:

*Figures have been rounded down

THE
SOURCING
TEAM



bpma
british promotional
merchandise association

BPMARESEARCH

**How can I use
this research?**

- 1** Email your clients with the main findings.
- 2** Upload to your Website.
- 3** Presentations to clients & local businesses.
- 4** Your email footer & blogs.
- 5** Add to blogs & social media.

THE THANK YOU VERY MUCH FOR YOUR TIME SOURCING TEAM

If you require any more information please don't hesitate to contact either:

GILL THORPE
MANAGING DIRECTOR
+44 (0) 208 666 0780
+44 (0) 7379 262758
gillthorpe@sourcing.co.uk

BECKY FLEURY
SENIOR ACCOUNT DIRECTOR
+44 (0) 208 666 0781
+44 (0) 7967 812350
beckyfleury@sourcing.co.uk