



Happy New Year!



A Little Strategy Will Go A Long Way!

Here at **MOBO** Promotional Solutions, we believe that pre-planning your promotional product campaigns or giveaways is essential for success. As January is a typical time of year for strategic planning we wanted to share some stats with you that may help you map out your year.

First and foremost, why use promotional products? Well, according to the Advertising Specialty Institute, of which we are a proud member, "Consumers are nearly 2.5x more likely to have a positive opinion of promotional products compared to Internet advertising." In fact, ASI's Global Advertising Specialties Impressions Study 2016 Edition found that "Promotional Products are the most highly regarded form of advertising."

So, what are the most popular promotional goods? Respondents were asked to rank up to three promotional goods they had received in the last 12 months. However, which items will give you the most impressions for your company logo? You might want to consider these facts before choosing your items:

Item	The Top 5 for # of Impressions	Most Popular	Fact #1	Fact #2
Bags	4,724	25%	50% of consumers own & use them (57% of females use them vs. only 42% of males)	They generate more impressions than any other item
Hats	3,634	21%	41% of consumers own them	42% keep them if they are attractive enough to wear
Writing Instruments	2,943	48%	50% of consumers own and use them	The cost/impression is less than 1/10 th of a cent in the US
Outerwear	2,805	16%	50% of consumers own them and 86% think more positively about an advertiser after receiving a promotional jacket	Kept for a variety of reasons: Useful – 75% Attractive – 52% Enjoyable to have – 49%
T-Shirts	2,235	36%	58% of consumers own & use them	81% or higher (depending on region) recall who gave them the shirt
Calendars	Variable based on home or office and if office, size of office	25%	29% of consumers own them & keep them for 12 months	76% display them prominently in their homes or offices
Desk/Office Accessories	Variable based on size of office and traffic	16%	41% of consumers own them (44% of men vs. only 38% of women)	61% are kept at the workplace for 14 months on average
Drinkware	Not reported	13%	53% of consumers own them and half of them use it 2-3 times/week or more	More than half of the owners state they are more likely to do business with the advertiser
USB/Flash Drives	Not reported	12%	45% of consumers own and use them. Most popular with men at 50% vs. woman at 39%	91% keep them because they are useful and 60% of 18-24 year olds are most likely to own them vs. 37% of those aged 55+

Health & Safety Products	Not reported	11%	30% of consumers own them with women being muck more likely to own them at 36% vs. men at 23%	82% of consumers can recall the advertisers name
-------------------------------------	--------------	-----	---	--

"Research provided by the Advertising Specialty Institute, ©2016, All Rights Reserved."

So, as you can see there are many variables in determining which the best items are for you based on your objectives and the demographics of your target audience. We are here to help guide you in making these decisions at **MOBO!** Just give us a call and we can help you create a winning strategy for 2018!

- Team **MOBO**