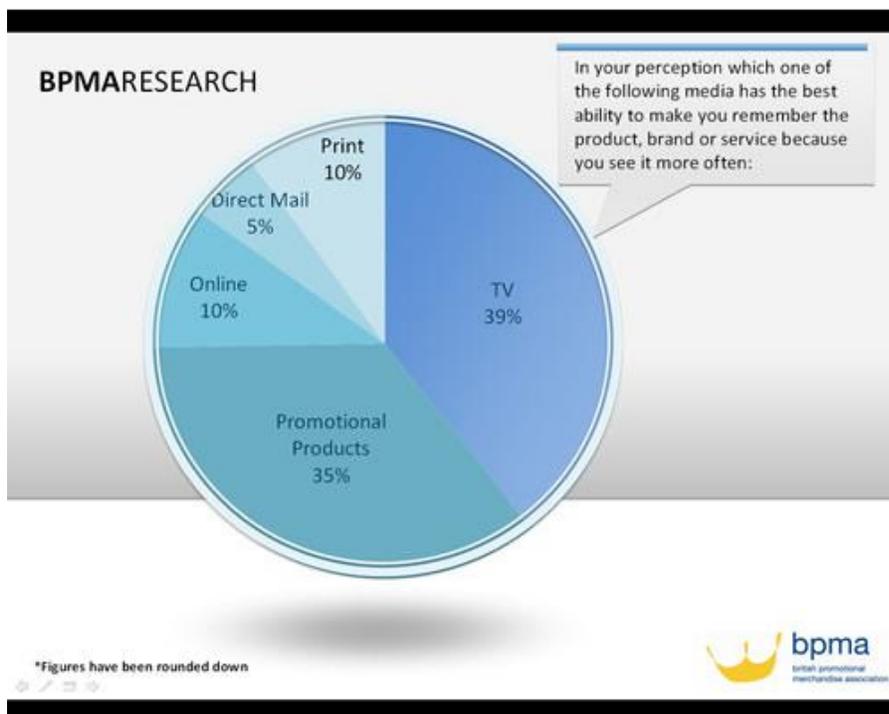


promotional marketing

engaging consumers, customers and staff across all media

Promotional products drive action

This article was published by www.promotionalmarketing.info on 28th January 2013



Half the UK public say they have taken action after receiving a promotional product, compared with only 19% for TV advertising, 11% for online ads, 10% for print and 9% for direct mail.

The figures, drawn from new research commissioned by the British Promotional Merchandise Association (BPMA), also reveal that consumers find banner advertising the most annoying marketing channel – while promotional products are considered the least annoying.

Conducted by independent research company Relevant Insights LLC, the survey looked at the major channels through which brands and companies advertise their products and services, including TV, radio, online, direct mail, newspapers, magazines and promotional merchandise. The results provide great insight and may impact on marketing spend in the future.

Only 28% of the survey sample said they pay attention to television commercials; the rest ignore them, mute them or change channels. Nearly two-fifths (39%) of respondents indicated they are more likely to remember TV advertising because they see it more often, just ahead of promotional products at 35%.

Two thirds of consumers like to hang on to promotional products for more than six months, while 44% keep them for over one year. Almost everybody (94%) remembers the name of the advertiser who gave them a promotional item or the product advertised if they keep it for six months or more.

Other findings:

- 28% of respondents indicated that they generally watch all television commercials;
- 41% generally read an advert in a magazine or newspaper;
- 13% will click on an online advert;
- 46% stay tuned to a TV channel but do not pay any attention to commercials;
- 16% watch commercials if they are on a recorded TV programme;
- 69% fast forward commercials if they are on a recorded TV programme;
- 73% of respondents said they are annoyed when exposed to banner adverts;
- 54% are annoyed by direct mail;
- 44% are annoyed by radio advertising;
- 32% are annoyed by television advertising;
- 13% are annoyed by magazine advertising;
- 5% are annoyed by promotional merchandise;
- 46% said that they like receiving free products that have an advertising message;
- 50% would like to receive such items more often.

The findings above are from research commissioned by British Promotional Merchandise Association (BPMA).

About Promotional Marketing

Promomarketing.info and is now the leading source of online news, reviews and in-depth features and analysis about all aspects of the promotional marketing industry in the UK. The aim of the website is to fulfil the needs of client marketers, agencies and

suppliers to the sector. Promomarketing.info keeps readers up to date with the latest industry news, information relating to new campaigns, and features. The promotional marketing industry is all about using marketing communications to get people to do something through a variety of channels. This can be buying a product or service, voting for a favourite act and giving to or supporting a charity.

Promotional marketing can also involve getting people to stop doing things – like smoking, for example, or eating unhealthy foods. It can be communicated through channels such as broadcast, print and digital advertising, direct marketing, in-store, shopper, experiential, coupons, competitions, value added and price promotions, and employee and retailer engagement and incentive programmes. The aim is to report on all marketing communications that include a call to action - a message that gets a target audience to commit to do something or to change behaviour in some way.

<http://www.promomarketing.info>