



Promotional Products Hold Their Own Against Major Advertising Media In An Across-The-Board Comparison Study

Promotional Products & Other Media: How The Media Compare On Reach, Recall & Reaction

Part 2 of a two-part study of American consumers and major marketing media—for Part 1, Effectiveness of Promotional Products As An Advertising Medium, visit ppai.org/research

Steuart Henderson Britt once said, “Doing business without advertising is like winking at a girl in the dark. You know what you are doing, but nobody else does.” This is business 101. However, the way in which an advertiser chooses to market his or her message is where strategy, innovation and an in-depth knowledge of the audience comes into play.

So, which of the top advertising vehicles—TV, print, online or promotional products—is a front runner when it comes to overall effectiveness according to consumers?

A 2009 two-part study designed by PPAI and fielded through independent research company MarketTools, Inc. evaluated a cross-section of the American consumer population in regard to these top advertising media. Looking to uncover which vehicle ranked highest in terms of reach, recall and reaction from the consumer’s perspective, promotional products most often received top nods.

The following panel analysis provides a clear, accurate portrait of what consumers need, want and react to when it comes to advertising messages.

A study conducted by PPAI Research and fielded through MarketTools, Inc.

The Panel:

Survey participants—a randomly selected group of consumers—representing a slice of the U.S. population, including age, gender and income level. All respondents were asked the qualifying question: “Have you received a free promotional product within the last two years?” Only those participants—1,005—who had received a promotional product were eligible to participate in the **two-part, electronic study**.

The 1,005 participants answered questions regarding their exposure to promotional products and other advertising media in the study. Those who answered “yes,” (910) to a second qualifying question—“Have you received a promotional product within the last 12 months?”—completed additional questions relating specifically to this medium in part two. This portion tested their abilities to recall advertising messages seen on promotional products, TV, online and in print.

Results of this portion of the study, Part Two, are presented here.

The Methodology:

Each advertising medium—TV, print, online and promotional products—was clearly defined:

TV Commercial: a span of television programming produced and paid for by an organization that conveys a message about a product, service or cause

Print Advertising: a form of printed communication in a magazine, newspaper or publication that typically conveys a message about a particular brand, product or service

Online Advertising: a form of advertising that uses the internet for the expressed purpose of delivering marketing messages to attract customers, including contextual ads on search engine result pages, banner ads, pop-up ads, social network advertising and online classified advertising. (*E-mail marketing as part of online advertising was not included.*)

Promotional Products: useful articles of merchandise imprinted with a company’s name, logo or message that are given out for free by advertisers to market a brand, company, product, event, service or to communicate a message; examples include logoed t-shirts, golf shirts, caps, pens, calendars, bags, coffee mugs, stickers, refrigerator magnets, keychains, desk accessories, awards, bags, etc.

Participants were asked questions pertaining to each individual medium. To examine the reach of each medium, respondents were asked how many TV, print and online ads they’d been exposed to within a previous two-week time period, as well as how many promotional products had been received during the last 12 months. As promotional products do not have the same reach as TV, print and online advertising, a 12-month recall time frame was allocated for this medium versus the two-week recall for the others.

To evaluate recall, participants were asked if they had seen **two or more ads** in each medium and were then asked to recall the two ads and the corresponding company or brand advertised, the product or service advertised and, in the case of promotional products, the type of promotional products they had received for each.¹ Each participant was also asked what action/reaction he or she had taken in response to each ad.

All questions were compulsory, and if respondents could not remember, they stated as such. Open-ended responses naming the company and brand, product and service and type of promotional product were then analyzed and quantified.

This study also explored consumers’ typical reactions to the viewing of TV, print and online ads. Typical reactions to promotional products were evaluated in Part One. Additionally, the “annoyance” factor, the level of interference each medium creates in daily life as determined by the participant, was studied in this portion of the research. The study also looked at advertising characteristics and each participant was asked to reveal which medium he or she felt best delivered these characteristics.

*A small portion of respondents—between 30 to 50—reported seeing only **one ad** within the past two weeks via TV, print and online and about 140 respondents reported receiving one promotional product within the last 12 months. As these cell sizes were too small and too narrowly limited in scope, the results of these groups have not been included in this study.*

REACH:

Reach is a numbers game. The more times an advertiser exposes a message to the masses, the greater chance consumers will see it, which increases the propensity for a positive response. Or, so the theory goes. The following section outlines the number of ads respondents recalled seeing on TV, online and in print during a two-week period, as well as the number of promotional products received during a 12-month timeframe.

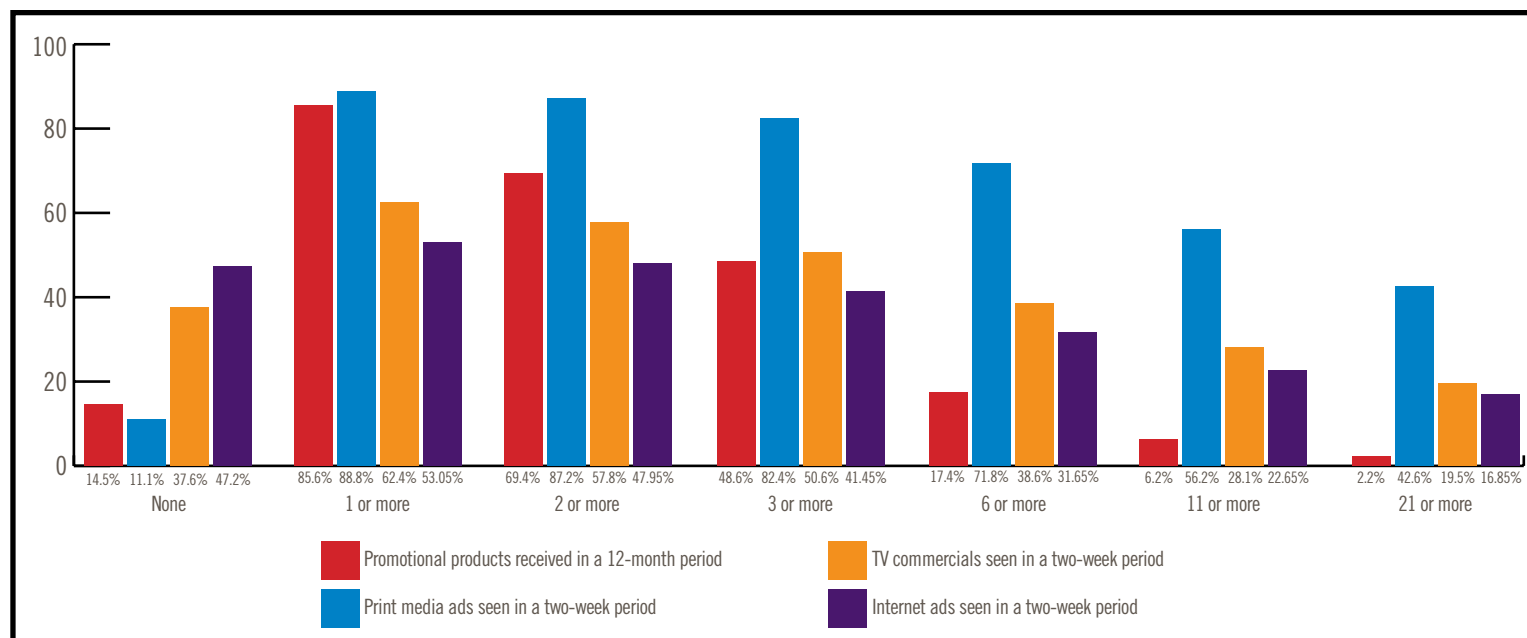
Number of ads exposed to: (for TV, print media and internet advertising is a two-week time frame and for promotional products it is a 12-month time frame):	Promotional Products Number received in the past 12 months (Percent/Frequency):	Television Ads Number seen in the past two weeks (Percent/Frequency):	Print Ads Number seen in the past two months (Percent/Frequency):	Internet/Online Ads Number seen in the past two weeks (Percent/Frequency):
None	14.5% (n=132)	11.1% (n=112)	37.6% (n=378)	47.2% (n=474)
1	16.2% (n=147)	1.6% (n=16)	4.6% (n=46)	5.1% (n=51)
2	20.8% (n=189)	4.8% (n=48)	7.2% (n=72)	6.5% (n=65)
3 to 5	31.2% (n=284)	10.6% (n=107)	12.0% (n=121)	9.8% (n=98)
6 to 10	11.2% (n=102)	15.6% (n=157)	10.5% (n=106)	9.0% (n=90)
11 to 20	4.0% (n=36)	13.6% (n=137)	8.6% (n=86)	5.8% (n=58)
21 or more	2.2% (n=20)	42.6% (n=428)	19.5% (n=196)	16.85% (n=169)
Total	100.0% (n=910)	100.0% (n=1005)	100.0% (n=1005)	100.0% (n=1005)

1A small group—95 respondents—did not receive a promotional product within the last 12 months, but had in the past 24 months. As such, this group did not qualify to participate in this portion of the study. Additionally, 132 respondents stated (in above table) they had received “none” in the past 12 months. While they qualified for this part of the survey, where they are supposed to have received a promotional product in the last 12 months, they perhaps stated “none” because they may not have received a free promotional product but may have received a premium instead. (This is an assumption based on the response).

So, What Is The Reach?

Nearly half of the panel had received more than three promotional products within the last 12 months, while 56.20% reported having seen 11 or more TV commercials, 50% had seen three or more print ads and 53.05% had seen one online ad all within a two-week timeframe.

Exposure To Ads Via TV, Print, Online and Promotional Products



RECALL:

Of greater importance than an advertiser's reach is the recall. After all, widespread exposure is only effective if the audience connects and remembers the message. As such, this section asked participants to identify the following in relation to the ads they'd seen:

1. Advertised company or brand
2. Advertised product/service/message
3. Type of promotional product received

Additionally, an evaluation was conducted to see how many respondents could remember both the advertiser/company and the product/service/message advertised and in the case of promotional products, the product received, as well.

Television:

RECALL RATE ON 1ST TV COMMERCIAL

(Number of people who had seen two or more TV commercials in the past two weeks = 877)

- 67.6% of respondents remembered the company/brand advertised in the first commercial
- 63.4% recalled the product/service/message
- 60.09% remembered *both* the company/brand *and* the product/service/message

RECALL RATE ON 2ND TV COMMERCIAL

- 60.7% of respondents recalled the company/brand advertised in the second commercial
- 58.2% remembered the product/service/message
- 56.2% recalled *both* the company/brand *and* the product/service/message

Snapshot:

- 6 out of 10 respondents remembered both the company/brand *and* the product/service/message advertised in commercial 1
- More than half (56.2 %) recalled both the company/brand *and* the product/service/message advertised in commercial 2
- A sampling of frequently mentioned advertisers include: Geico, Ford, Budweiser, Progressive, Verizon, Jack In The Box, McDonald's, FreeCreditReport.com, Allstate and Afflac
- A sampling of frequently mentioned products/services include: insurance, cars/trucks, phone service, beer, burgers, free credit reports

Print:

RECALL RATE ON 1ST PRINT AD

(Number of people who had seen two or more print ads in the past two weeks= 581)

- 60.2% of respondents remembered the company/brand advertised in the first print ad
- 58.3% recalled the product/service/message
- 55% of 581 remembered *both* the company/brand and product/service/message

RECALL RATE ON 2ND PRINT AD

- 54.9% of respondents recalled the company/brand advertised in the second print ad
- 53.3% remembered the product/service/message
- 51.2% recalled *both* the company/brand *and* product/service/message

Snapshot:

- 55% of respondents remembered *both* the company/brand *and* the product/service/message advertised in the first print ad
- More than half (51.2%) recalled both the company/brand *and* the product/service/message advertised in the second print ad
- A sampling of frequently mentioned advertisers include: Verizon, Neutrogena, Target, Food Lion, Maybelline, L'Oréal, Nikon, Betty Crocker, JCPenney, Macy's, Sprint, Kohl's, Chanel
- A sampling of frequently mentioned products/services include: cars, clothing, cosmetics, handbags, medication, cruise lines, household goods, cameras, grocery stores, hair color, soap

Online:

RECALL RATE ON 1ST ONLINE AD

(Number of people who had seen two or more online/internet ads in the past two weeks = 480)

- 31.3% of respondents remembered the company/brand advertised in the first online ad
- 35.4% recalled the product/service/message
- 28.7% remembered *both* the company/brand *and* product/service/message

RECALL RATE ON 2ND ONLINE AD

- 22.9% of respondents recalled the company/brand advertised in the second online ad
- 27.5% of remembered the product/service/message
- 20.8% recalled *both* the company/brand *and* product/service/message

Snapshot:

- Nearly 3 out of 10 respondents remembered *both* the company/brand *and* the product/service/message advertised in the first online ad
- 2 out of 10 recalled *both* the company/brand *and* the product/service/message advertised in the second online ad
- Special note: It was easier for respondents to remember the product/service advertised than the company/brand in online advertising
- A sampling of frequently mentioned advertisers include: Netflix, eHarmony.com, Facebook, Shutterfly, Barnes and Noble, Blockbuster, eBay, ScottTrade, AT&T, Ing, Travelocity, Verizon, Amazon
- A sampling of frequently mentioned products/services include: cell phones, dating websites, weight loss, banking/banking service, insurance, travel, movies, flowers, games, online education

Promotional Products:

RECALL RATE ON ADVERTISING VIA PROMOTIONAL PRODUCT 1

(Number of people who had seen two or more promotional products with an advertising message in the last 12 months = 631)

- 82.6% of respondents recalled the brand/company advertised on the first promotional product
- 74.8% remembered the product/service/message
- 79.6% clearly identified the type of promotional product
- 73.5% recalled the company/brand *and* the product/service/message advertised
- 75.4% remembered the company/brand *and* the type of promotional product
- 70.5% recalled the product/service/message advertised *and* the type of promotional product
- 69.2% could remember *all three aspects*

RECALL RATE ON ADVERTISING VIA PROMOTIONAL PRODUCT 2

- 66.2% of respondents recalled the brand/company advertised on promotional product 2 that they received
- 61.6% remembered the product/service/message
- 66.6% clearly identified the type of promotional product
- 57.8% recalled the company/brand *and* the product/service/message advertised
- 60.06% remembered the company/brand *and* the type of promotional product
- 58.9% recalled the product/service/message *and* the type of promotional product
- 55.3% remembered *all three aspects*

Snapshot:

- Nearly 70% of respondents remembered the brand/company and product/service advertised, as well as the type of promotional product for the first promotional product received
- More than half recalled all three aspects for the second promotional product received
- A sampling of frequently mentioned advertisers include: CITI Finance, Clark-Morley LTD., Coca Cola Cooking Club of America, Crop Production Services, David's Catfish House, Disabled American Veterans, Dr. David Gaines Physician, Golden Moon Casino, Handyman Connection, Kearney Federal Credit Union, Laurel K. Hamilton (writer), Lennar Homes, Lion Brand Yarn, Little Caesar's pizza, March of Dimes, McDonald's, Miller Beer, Parkinson Assoc., Pizza Hut, Planet 94.1, Rhodes Auto Repair, Roanoke Times, Scott Land Company, Smithsonian, St. Francis Medical Center, St. Mary's University of Minnesota, State Farm, Super Glass, TCF Bank, U.S. Coast Guard, United Healthcare, U.S. Air Force, Valley Baptist, Veterans of Foreign Wars, Chicago SPCA, Vista Print, Volvo trucks, Washington Mutual, Westminster College, Wok and Roll, Ziggy's Tavern, Zippy Tax²
- A sampling of frequently mentioned products/services include: radio station, analytical equipment, anti-cavity fluoride toothpaste, blood sugar monitor/check blood sugar levels, book series - Anita Blake, charity, chiropractor, computer repair, credit card, farm items, fishing vessel safety, fun-in-the-sun conference, health insurance, hospital services, house estimates, insurance, lawn mower, medication, used trucks, newspapers, pizza delivery, printing service, realty services, smoking cessation, SMU ministries, tavern, taxes, tools, toothpaste, veterans rehabilitation, discount supplements, windshield repair²

- A sampling of frequently mentioned promotional products types include: ball caps, calendars, note pads, address stickers, coffee cups, document holders/bill containers, fridge magnets, hats, keychain, keychain flashlights, Koozies®, lanyards, magnets, magnet cards, memory-card upgrades, metal water bottles, mouse pads, pens, shirts, sports bags, stuffed cows, T-shirts, toothpaste, tote bags, water bottles

²More promotional product examples are included here to illustrate the strong diversity of recall responses for this medium. In contrast, the recall responses for other media revealed a distinct pattern: TV viewers most frequently recalled insurance companies and cars; Print viewers recalled grocery store, department store and cosmetics ads most often; Online viewers recalled online education, online dating and travel sites in the highest frequency.

Putting It All Together

In terms of maximizing one's ROI, advertisers are primarily focused on consumers' ability to recall the advertised company/brand, the advertised product/service/message, or, in an optimal setting, both. Below is a quick, side-by-side comparison of how the four advertising media performed in terms of recalling key characteristics:

	Promotional Products (631 respondents)	TV Commercials (877 respondents)	Print Media (581 respondents)	Online Advertising (480 respondents)
Recall of Company/Brand Advertised in Ad 1	82.6%	67.6%	60.2%	31.3%
Recall of Product/Service/Message advertised in Ad 1	74.8%	63.4%	58.3%	35.4%
Recall of Company/Brand and Product/Service/Message Advertised in Ad 1	73.5%	60.09%	55.0%	28.7%

	Promotional Products (631 respondents)	TV Commercials (877 respondents)	Print Media (581 respondents)	Online Advertising (480 respondents)
Recall of Company/Brand Advertised in Ad 2	66.2%	60.7%	54.9%	22.9%
Recall of Product/Service/Message advertised in Ad 2	61.6%	58.2%	53.3%	27.5%
Recall of Company/Brand and Product/Service/Message Advertised in Ad 2	57.8%	56.2%	51.2%	20.8%

Snapshot:

- The above tables reveal that promotional products—above TV, print and online advertising—consistently deliver on higher recall rates of the company/brand, the product/service or both.
- Online advertising maintained the lowest recall of all four media, which shows a disconnect with advertisers' reliance on the medium's low CPM.

REACTION:

While an advertiser's reach is important and the recall even more so, it is the reaction of and action by the consumer after he or she has seen the message that translates directly into ROI. This section asked consumers which particular action he or she took after viewing and/or receiving (in the case of promotional products) ads 1 and 2.

REACTION TO AD 1

	Promotional Products (631 respondents)	TV Commercials (877 respondents)	Print Media (581 respondents)	Online Advertising (480 respondents)
I dislike the advertiser	8%	5.6%	1.7%	6.5%
I have contacted the advertiser	14.7%	3.1%	4.5%	4.8%
I have purchased the product or service advertised after being exposed to the ad	20.9%	7.1%	13.4%	4.6%
I dislike the product or service advertised	8%	4.7%	2.6%	3.1%
I have a favorable impression of the advertiser	52.6%	27.7%	33.2%	11.9%
I have made a note to follow up and contact the advertiser	10%	5.9%	13.4%	5.0%
The ad did not make an impression on me	7.1%	11.4%	12.7%	17.5%
I have not taken any action regarding the advertisement	23.1%	46.4%	41.1%	33.1%
I have used promotional product 1 once	8.9%	N/A	N/A	N/A
I have used promotional product 1 several times	59.4%	N/A	N/A	N/A
I have given promotional product 1 to someone else/passed the ad on to someone else	4.4%	N/A	5.1%	.8%
I have let someone else use promotional product 1	7.6%	N/A	N/A	N/A
I threw away promotional product 1	4%	N/A	N/A	N/A
I remember everything about the ad very well	N/A	29.2%	18.6%	.5%
I remember the ad because it was fun	N/A	22.7%	6.0%	4.0%
I thought the ad was creative and it helped me remember the advertiser/product	N/A	23.9%	12.6%	4.4%

Note: Percentages will not add up to 100% because participants could select multiple responses. Certain attributes of advertising did not apply to promotional products and have an N/A notation. For example, participants were not asked if the ad was fun with regard to promotional products because there are two aspects particular to the promotional products medium. The ad message itself can be fun, as well as the promotional product.

Snapshot:

- Consumers made a purchase after receiving a promotional product (20.9%) more often than after viewing a print ad (13.4%), TV commercial (7.1%) or online ad (4.6%).
- More than half of promotional products recipients had a favorable impression of the advertiser, as opposed to 33.2% who'd seen a print ad, 27.7% who'd watched a TV commercial and 11.9% who'd seen an online ad.
- Nearly 60% of consumers reported using the promotional product several times, while 7.6% let someone else use the item and 4.4% passed the product onto someone else.
- 14.7% of participants reported contacting the promotional products advertiser—a reaction rate nearly three times greater than other media, which generated a 3-5% response.
- When respondents were asked if they'd *not taken action* after seeing the ad, TV viewers topped the list with nearly half (46.4%) saying they weren't moved to action, followed closely by 41.1% for print media and 33.2% for an online ad. Only 23.1% of promotional products recipients reported not taking any action.

REACTION TO AD 2

	Promotional Products (631 respondents)	TV Commercials (877 respondents)	Print Media (581 respondents)	Online Advertising (480 respondents)
I dislike the advertiser	1.1%	5.2%	1.4%	3.8%
I have contacted the advertiser	19.5%	2.9%	5.0%	2.3%
I have purchased the product or service advertised after being exposed to the ad	18.1%	10.8%	13.9%	3.5%
I dislike the product or service advertised	1.1%	4.4%	1.4%	2.5%
I have a favorable impression of the advertiser	48.2%	24.5%	28.6%	10.0%
I have made a note to follow up and contact the advertiser	9.8%	5.3%	13.9%	3.8%
The ad did not make an impression on me	7.3%	12.3%	10.7%	16.3%
I have not taken any action regarding the advertisement	17.9%	41.8%	38.4%	30.0%
I have used promotional product 2 once	7.9%	N/A	N/A	N/A
I have used promotional product 2 several times	56.4%	N/A	N/A	N/A
I have given promotional product 2 to someone else/passed the ad on to someone else	3.5%	N/A	3.6%	1.5%
I have let someone else use promotional product 2	8.6%	N/A	N/A	N/A
I threw away promotional product 2	4.6%	N/A	N/A	N/A
I remember everything about the ad very well	N/A	26.3%	16.0%	8.1%
I remember the ad because it was fun	N/A	17.6%	7.7%	3.3%
I thought the ad was creative and it helped me remember the advertiser/product	N/A	20.3%	9.8%	3.8%

Snapshot:

- Similar to the reactions for ad 1, consumers, once again, made a purchase in greater numbers after receiving a promotional product (18.1%) versus just 13.9% who did so after seeing a print ad, 10.8% who'd watched a TV commercial and 3.5% who'd seen an online ad.
- 48.2% of promotional products recipients had a favorable impression of the advertiser, as opposed to just 28.6% of those who'd seen a print ad, 24.5% who'd watched a TV commercial and 10.0% who'd seen an online ad.
- More than half (56.4%) of consumers used their promotional product several times, while 8.6% also let someone else use the item and 3.5% passed the product onto someone else.
- Nearly 20% of participants reported contacting the promotional product advertiser—a reaction rate four to 10 times higher than other media, which generated a 2-5% response.
- When respondents were asked if they'd *not taken action* after seeing the ad, TV viewers, again, topped the list with 41.8% saying they weren't moved to action, followed closely by 38.4% for print media and 30.2% for an online ad. Only 17.9% of promotional products recipients reported not taking any action.

Getting Specific: Typical Reactions To Media

Each advertising vehicle provides an opportunity for the viewer to react in a way that's unique to the particular medium. This section breaks out TV, print, online and promotional products for an in-depth view of the specific, and often typical, reaction taken by participants.

TV Advertising

Question: In general, what is your most common reaction to television advertising? Pick one statement.

Answer:	Frequency	Percent
Changing the channel when I see a commercial	274	27.3
I generally watch all commercials	225	22.4
Muting the TV when I see a commercial	91	9.1
I stay tuned to the channel but do not pay attention to commercials	415	41.3
Total	1005	100.0

Question: If you record/TiVo TV programs and watch them later, what is your most common reaction to advertising? Pick one statement.

Answer:	Frequency	Percent
I watch the television commercials	46	4.6
I fast forward commercials by using a TiVo or DVR	491	48.9
I mute the TV ad when I see a commercial	19	1.9
I do not record	449	44.7
Total	1005	100.0

Print Media

Question: In general, what is your most common/typical reaction to printed advertising you see in a magazine or newspaper? Pick one statement.

Answer:	Frequency	Percent
Turning the page or skipping an ad in a magazine or newspaper	514	51.1
Looking/reading the ad in a magazine or newspaper	450	44.8
Cutting out the ad from a magazine or newspaper, saving it for reference or passing along to someone else	41	4.1
Total	1005	100.0

Online Advertising

Question: In general, what is your most common reaction to online advertising? Pick one statement.

Answer:	Frequency	Percent
Ignoring a banner advertisement or skipping/closing a pop-up ad	955	95.0
Clicking the button to see an ad or looking at a banner ad	50	5.0
Total	1005	100.0

Promotional Products Advertising

Question: In general, what are your immediate actions and reactions upon receiving a promotional product? Check all that apply.³

Answer:	Frequency	Percent
I like receiving a promotional product	829	83.0
I would like to receive a promotional product more often	477	48.0
Promotional products serve as a constant reminder of the advertiser	382	38.0
I am not bothered by seeing a corporate logo on a promotional product	495	49.0
I like getting promotional products so I can refer to the advertiser's info if needed	249	25.0
I dislike receiving promotional products	25	2.0

³Percentages and total numbers for promotional products will add up to more than 1,005 and 100.0% respectively because respondents could select more than one statement.

Snapshot:

- In general, consumers reacted well to promotional products as an advertising medium, with 83% reporting they liked receiving promotional products.
- More than a fifth of consumers state they watch all ads on TV, while in comparison, 41.1% do not pay attention to commercials, 9.0% mute the commercials and 27.3% change the channel altogether.
- 44.8% of consumers report that they typically read/look at print ads, while the other half (51.1%) tend to skip over the ads or turn the page.
- The overwhelming majority (95.0%) of consumers say their typical reaction to online advertising is to either ignore a banner ad or skip/close a pop-up ad.

The Annoyance Factor

The interference with one's enjoyment of programming/reading/listening is intrusive to one's personal space and can be considered annoying. And, in a world inundated with these types of interruptions, the average consumer has a tendency to become annoyed by the constant assault on their senses. That said, this section delves into the annoyance factor of mainstream media, which includes radio advertising and direct mail, as well as TV, print, online and promotional products.⁴

⁴Results based upon a five-point scale: 1= Annoying, 3 = Neutral, 5 = Not annoying. In order to determine the percentage of people who tend to find a medium annoying or not annoying, the ratings of "1" and "2" (bottom two boxes) and "4" and "5" (top two boxes) are combined in the bullets shown below the table to illustrate those media receiving positive or negative rankings.

Annoyance Scale	TV Commercials	Radio Commercials	Online Advertising	Print Media	Promotional Products	Direct Mail
	Percent of respondents (Number of respondents)	Percent of respondents (Number of respondents)	Percent of respondents (Number of respondents)	Percent of respondents (Number of respondents)	Percent of respondents (Number of respondents)	Percent of respondents (Number of respondents)
"1" Annoying	19.2% (193)	23.7% (238)	71.0% (714)	8.3% (83)	2.4% (24)	20.9% (210)
"2"	19.0% (191)	23.1% (232)	13.9% (140)	12.5% (126)	4.0% (40)	19.0% (191)
"3" Neutral	40.2% (404)	36.0% (362)	10.4% (105)	43.3% (435)	21.7% (218)	29.7% (298)
"4"	16.8% (169)	13.1% (132)	2.7% (27)	23.1% (232)	27.7% (278)	21.2% (213)
"5" Not Annoying	4.8% (48)	4.1% (41)	1.9% (19)	12.8% (129)	44.3% (445)	9.3% (9)

TV Snapshot:

- 38.2% found TV commercials annoying or somewhat annoying.
- The vast majority (40%) are neutral with no clear feeling either way.
- 4.8% clearly felt TV commercials were *not* an annoyance.

Radio Snapshot:

- 46.8% found radio commercials annoying or somewhat annoying. This is in line with 2006 findings from the Radio Advertising Bureau (RAB) that revealed 45.0% of respondents believed radio ads were "repeated too often," while an additional 37.0% stated radio ads interfered with listening enjoyment.
- 36.0% were neutral with no clear feeling either way.
- 4.1% clearly felt radio commercials were not an annoyance.

Online Snapshot:

- A whopping 71.0% clearly stated they find online advertising annoying.
- 10.4% were neutral with no clear feeling either way.
- Only 1.9% felt online ads were *not* annoying.

Print Snapshot:

- 20.8% of respondents rated print advertising as annoying or somewhat annoying.
- The majority of respondents (43.3%) were neutral with no clear feeling either way.
- 35.9% trended toward the positive, rating print advertising as not annoying.

Promotional Products Snapshot:

- Only 6.4% of respondents rated promotional products as annoying or somewhat annoying.
- 21.7% were neutral with no clear feeling either way.
- The overwhelming majority (72.0%) trended toward the positive, rating promotional products advertising as not annoying.

Direct Mail Snapshot:

- 39.9% of respondents rated direct mail as annoying or somewhat annoying.
- 29.7% were neutral with no clear feeling either way.
- 30.5% trended toward the positive, rating the medium as not annoying.

The Annoyance Factor

In this study we calculated the average/mean based on respondents' ratings of annoyance on a 5 point scale. The mean score represents the annoyance factor for each medium. From an advertiser's perspective, this information is critical as the key to success is to balance a media buy that reaches the target audience and generates a favorable reaction. However, if advertisers, regardless of the CPM, invest their dollars in a medium that actually turns consumers away, they may be doing more harm than good, not only to their bottom line, but to their brand, as well.

This table reveals the mean annoyance scores, as determined by 1,005 participants, for all media included in this portion of the study. The higher the mean score, the better the rating, meaning respondents found the medium to be less of an annoyance.

Media	Mean Score
TV	2.69
Radio	2.51
Online	1.50
Print media	3.20
Promotional products	4.07
Direct mail (flyers, sale announcements, etc.)	2.79

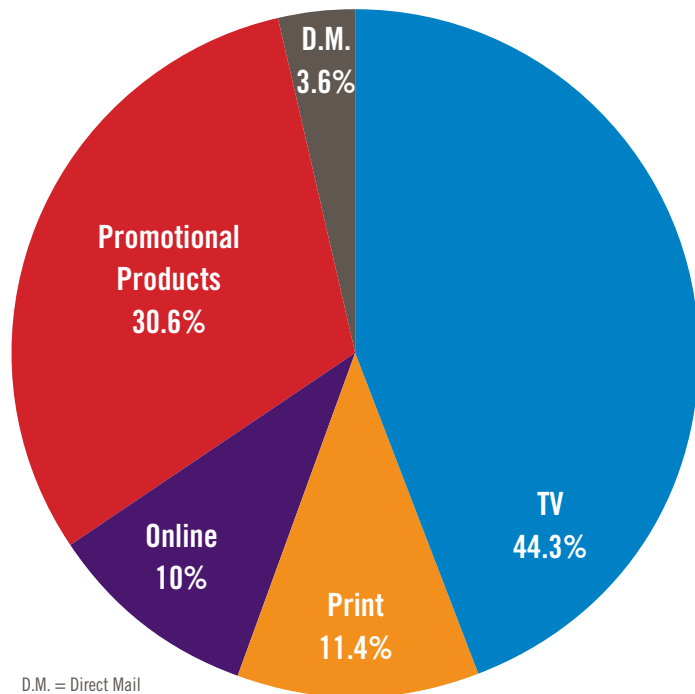
Snapshot:

- Promotional products fared the best with a mean score of 4.07, which shows consumers view this medium to be the **least annoying** of the six.
- On the other hand, online ads, with pop-up and banner ads, fared the worst with a mean score of 1.50, which shows consumers view this as the **most annoying** medium of the six.

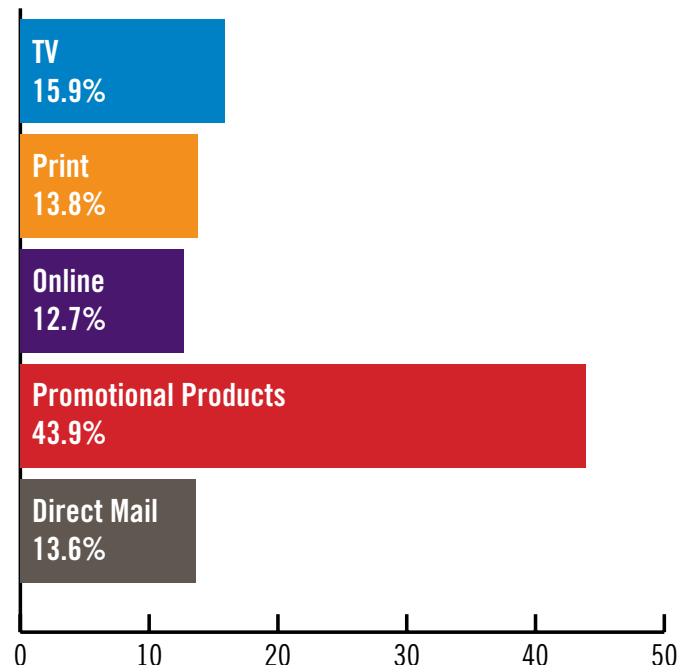
Advertising Attributes: Consumer Appeal

There are many attributes/capabilities advertising media illustrate—the key is in understanding which ones convey the characteristics that are 1.) most appealing to consumers and 2.) in-line with an advertiser's objectives. This section asked respondents to choose one medium that best represents a specific attribute.

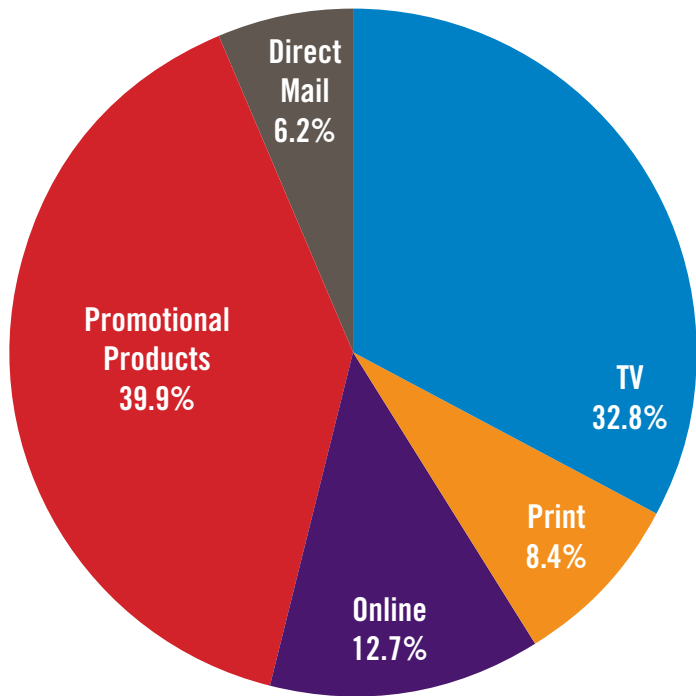
Question: Which medium do you believe would trigger the greatest advertising recall due to the frequent exposure to a particular ad?



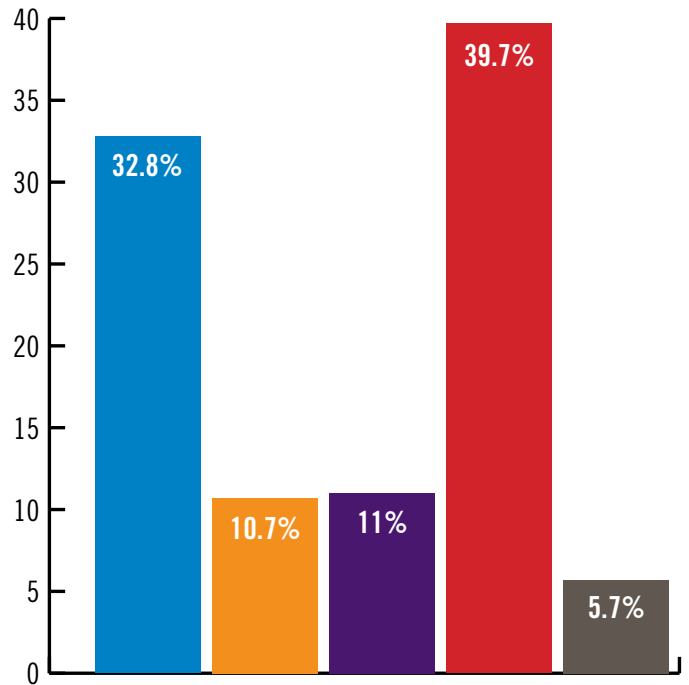
Question: Which medium do you believe has the greatest ability to provide someone an incentive to take action?



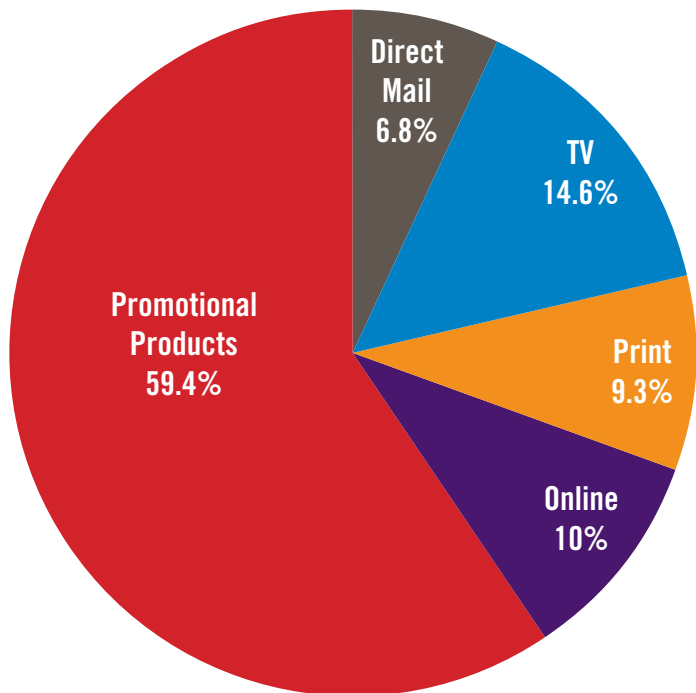
Question: Which medium do you find most likeable because of creative message delivery?



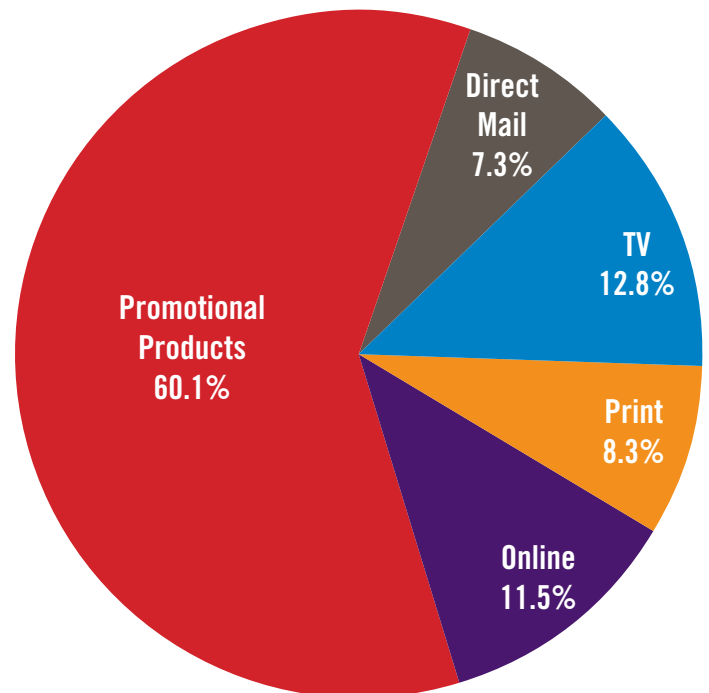
Question: Which medium do you believe has the greatest ability to trigger instant advertiser recognition?



Question: Which medium do you have the greatest positive reaction to (feeling motivated, being appreciated, etc.)?



Question: Which medium do you believe is best-suited for creating loyalty to a cause/event?



The pink ribbon. The yellow wristband. The red-dress pin. Promotional products, with their ability to increase support, communicate a message and connect with the recipient, have always been well-suited for and well-received within the cause marketing arena.

Summary:

As Stuart Henderson Britt so imaginatively stated, advertising is crucial. However, of equal importance is the greater understanding of how consumers actually receive and perceive the vehicles which are to carry these advertising messages. Investing dollars without first doing the homework is still very much like winking at the girl ... if the message doesn't reach consumers, if they're unable to recall it, if they're not moved to action, if they become annoyed ... the end result is still the same: everyone's left in the dark.

This in-depth study sheds light on four of the most widely used advertising media, providing advertisers with much-needed insight and information when it comes to spending dollars and, more importantly, getting them back.

As always, TV commercials proved to be one of the top contenders when it comes to successful advertising, as did print media in specific categories. However, it's the medium with the smallest, yet possibly the most profound foothold in the advertising arena that has shown the greatest gains: promotional products. An often overlooked, under-utilized medium, promotional products—according to consumers—prove once again that bigger is not always best when it comes to leaving a lasting impression.

Final Snapshot—Increasing ROI:

Consumer feedback has shown that **promotional products**, with their multi-sensory capabilities, **elicit greater interaction and response than other forms of advertising**. To increase an advertiser's brand awareness, create a stronger, more favorable impression and inspire consumers to act upon a message, **distributors should educate clients about the benefits of adding promotional products into the marketing mix**.

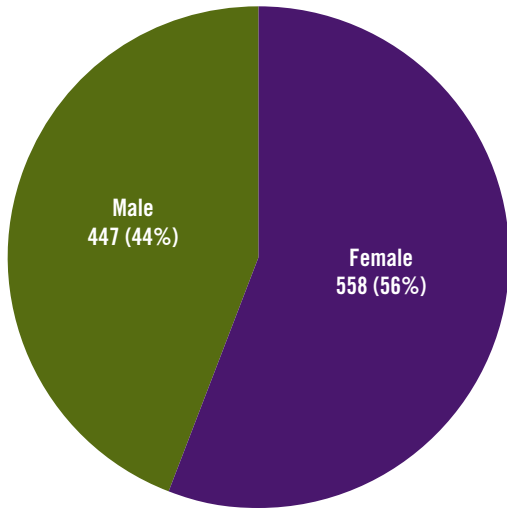
During a sales call, overcome a client's objections with solid, statistics-driven research pulled from this two-part study (for part one, visit www.ppai.org/research). These **results show**, without a doubt, that the **advertiser's target audience** not only **recalls and reacts more strongly to messaging on promotional products**, but they also **genuinely enjoy the medium and are looking for more of it**.

Top Talking Points

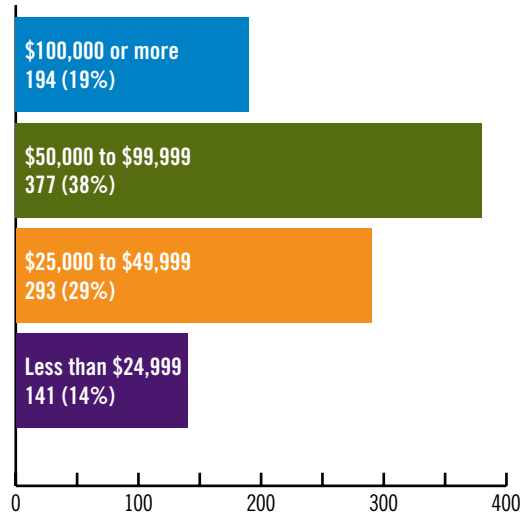
- An overwhelming majority (83%) of respondents stated they liked receiving promotional products.
- Promotional products had the highest recall ability when it came to remembering the name of the advertiser and the product/service.
- Promotional products resulted in greater action/reaction than other TV, print and online advertising. More than half of the respondents reported using the promotional product several times, which is commendable in the CPM category.
- Promotional products were found to be the least annoying advertising medium.
- Promotional products fared better than other media when evaluating which one best-illustrated certain advertising capabilities, including: providing an action incentive, creative message delivery, triggering instant advertiser recognition, generating a positive reaction, creating loyalty for a cause/event. While, from an industry perspective the promotional products medium has, by design, always easily showcased some of these advertising capabilities, consumers were asked to share their unique, unbiased opinion in an effort to obtain a greater perspective for the benefit of distributors and end buyers.

Demographics

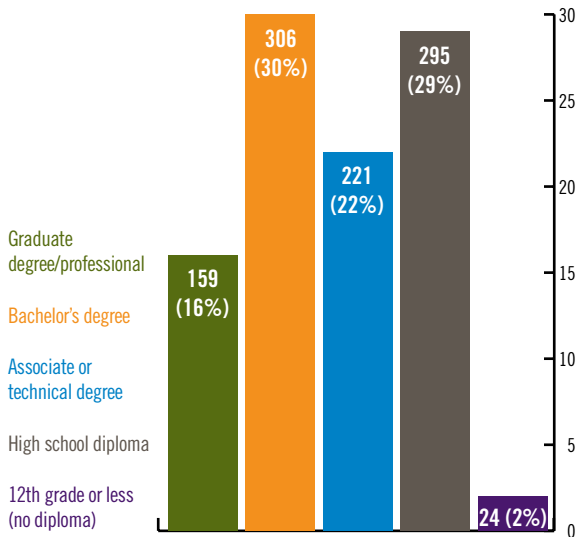
What is your gender



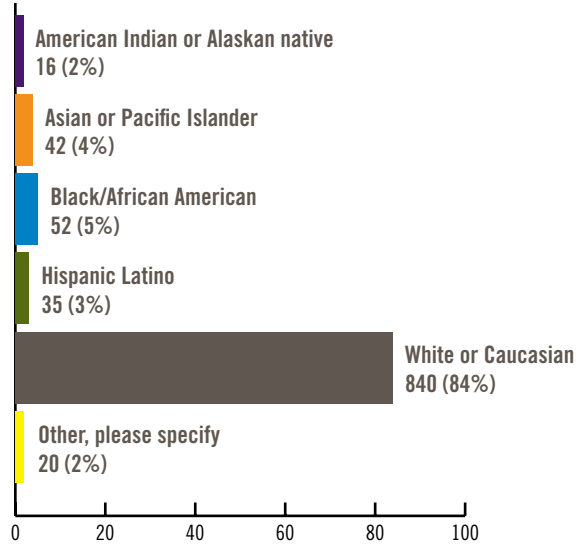
What category best describes your annual household income?



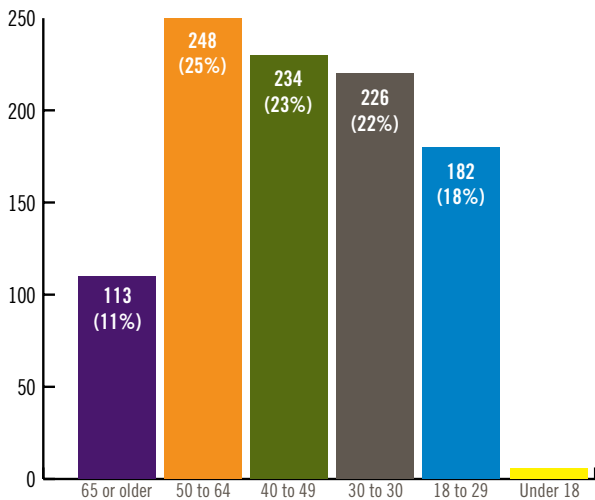
What is the highest level of education you have completed?



What is your ethnic background?



What is your age?



What is your employment status?

