

Why use Promotional Products?

Why Promotional Products now more than ever?

In today's day and age, advertising's effectiveness is falling to the wayside. TIVO/DVR and Sirius allow TV viewers and radio listeners to skip commercials altogether. Online Media averages 10 – 60 seconds per page viewing. Newspapers and Magazines are being viewed by smaller demographics every year. In order to make an impression on your customer and get them to make a decision in your favor you need to put something in front of them – Something they can *touch, feel, relate to*, and *keep*.

Do Promotional Products Work?

76% of people remember the name of the company on a promotional product they received within the last 12 months. In comparison, only 53.5% recall the name of a single advertiser in a newspaper they had read within the last month.

52% of people do business with a company that gives them a promotional product.

55% of all promotional products are kept for over 1 year by the recipient. 35% are kept over 2 years!

72% of tradeshow attendees remember the name of a company that gave them a promotional product. In addition, sending out a promotional product in a pre-show mailing increases the likelihood of an attendee stopping by your booth.

(Percentages based on a survey taken of 536 business travelers stopped in an airport in 2007. Also noteworthy – 34% of respondents had a Promotional Product on them at the time of this survey.)

Why do you need Promotional Products?

- Customer Goodwill & Retention
- New Customer Generation
- Tradeshows & Conventions
- Employee Relations & Events
- Brand Awareness
- New Product Introductions
- Public Relations
- Employee Service Awards

Who can help with your next Promotional Product need?

GForce Promotions. Our staff of knowledgeable professionals will work with you to meet YOUR goals, stay within YOUR budget, and deliver according to YOUR timeline.

Mark Solomon | 866.925.9025 | Mark@gforcepromos.com | www.gforcepromos.com