

# Create Brand Awareness That Lasts

Promotional products keep your brand top of mind with products consumers keep and use every day.

**79%** researched the brand

**82%** had a more favorable impression of the brand

**100%** are willing to go out of their way to get a promotional product

**89%** have received a promotional product in the last six months

**99%** keep the product

**70%** wish they received a promotional product more often

Top reasons consumers keep promotional products include *fun, functional and trendy*

Across generations, promotional products are the *most effective* form of advertising *to prompt action*

Learn more about a solution that helps you promote your brand and be top of mind with customers.

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