



Advertising impact of promotional items

for


GWG Gesamtverband der
Werbeartikel-Wirtschaft e. V.

Description of the study

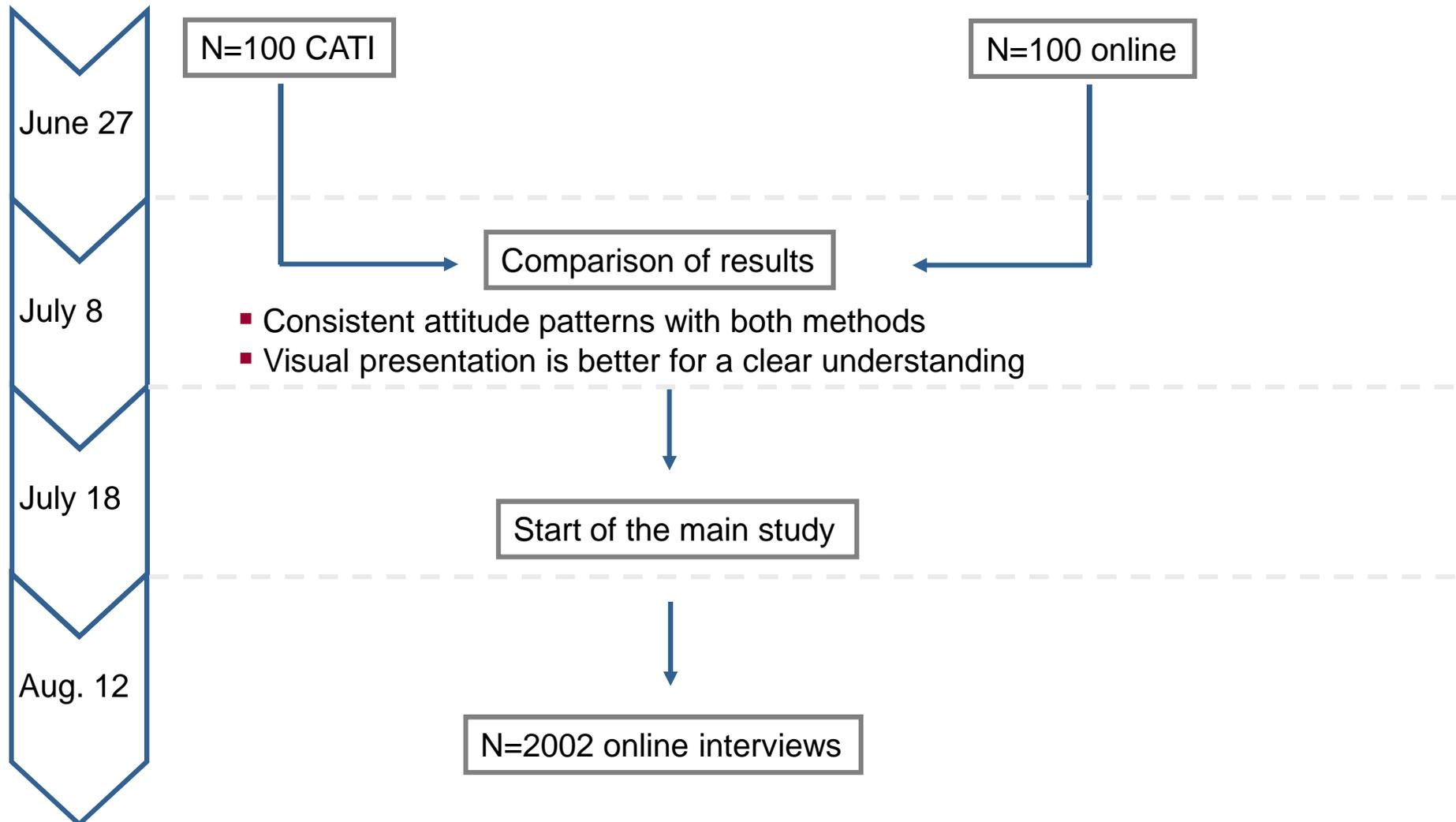
Description of the study

Tasks and objectives

- ➔ GWW has hired Dima Marktforschung to carry out a study on the advertising impact of promotional items.
- ➔ Now that the qualitative preliminary study has been completed, the goal of the present analysis is to summarize the previous findings in a representative way and to define standardized advertising-impact values.
- ➔ The results of this study will provide information to support the promotional-item industry's design and sales of promotional items.
- ➔ The survey focuses on three main topic areas:
 1. Reach of the promotional items
 - Which items are owned, and how many?
 - How extensively are the promotional items used?
 2. Product requirements
 - What does a promotional item need to achieve?
 - How are different promotional items perceived?
 3. Communication performance
 - What effect do promotional items have with regard to the advertised company?
 - What do the promotional items convey about the advertised company?
 - Which criteria must be considered when choosing an appropriate promotional item?

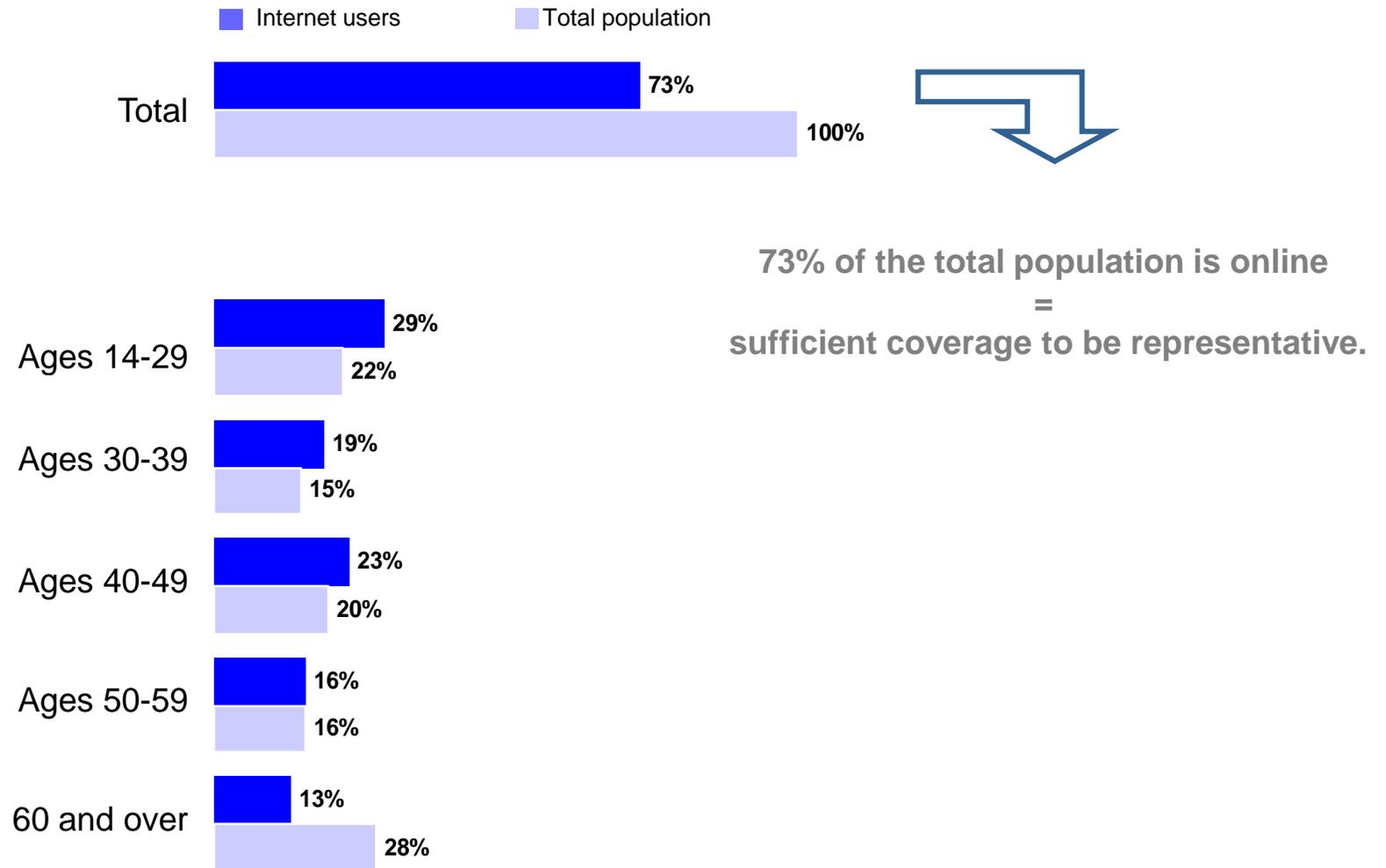
Description of the study

Method selection and sequence of the study



Online coverage

Overall and by age group



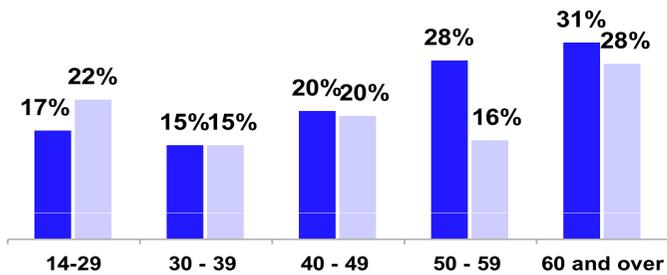
Basis: 101,105 cases (internet users, last 3 months) / 112,450 cases (German-speaking residents in Germany ages 14 and over) / information in percent
Source: AGOF e.V. / internet facts 2011-01

Statistics

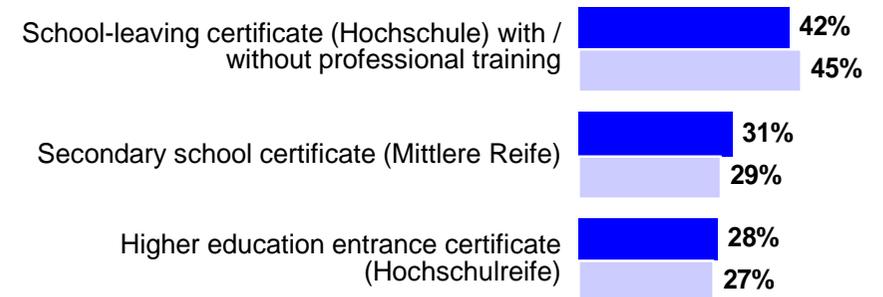
■ Random sampling ■ Total population

Age

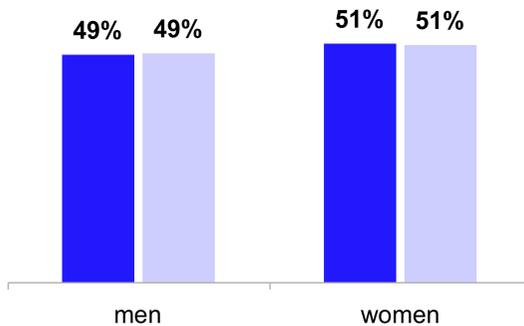
Ø age: 48.1 years old



Education level

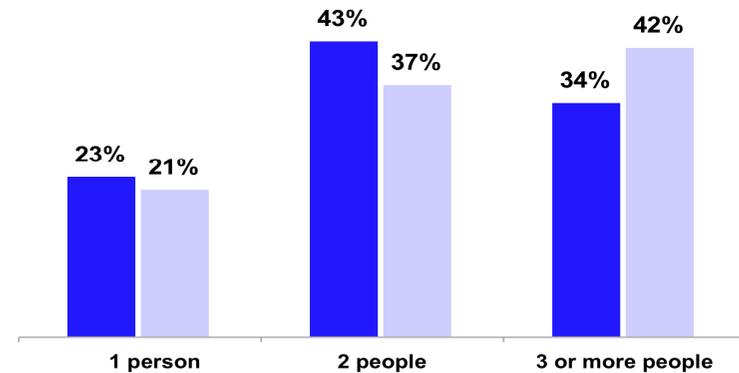


Sex



Household size

Ø number: 2.3



Basis: N=2,002.

Description of the study

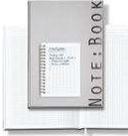
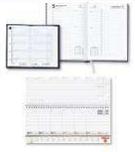
Method and random sampling

- ➔ Method:
 - ➔ CAWI / online survey using a partially structured questionnaire
 - ➔ Images of the promotional items were shown to the respondents to ensure a clear understanding of the items being analyzed
 - ➔ The average survey length was about 30 minutes

- ➔ Random sampling:
 - ➔ N=2,002 men and women age 14 and over (population that can be reached online)

- ➔ Field time:
 - ➔ 7/27/2011 to 8/12/2011

Promotional items in the study

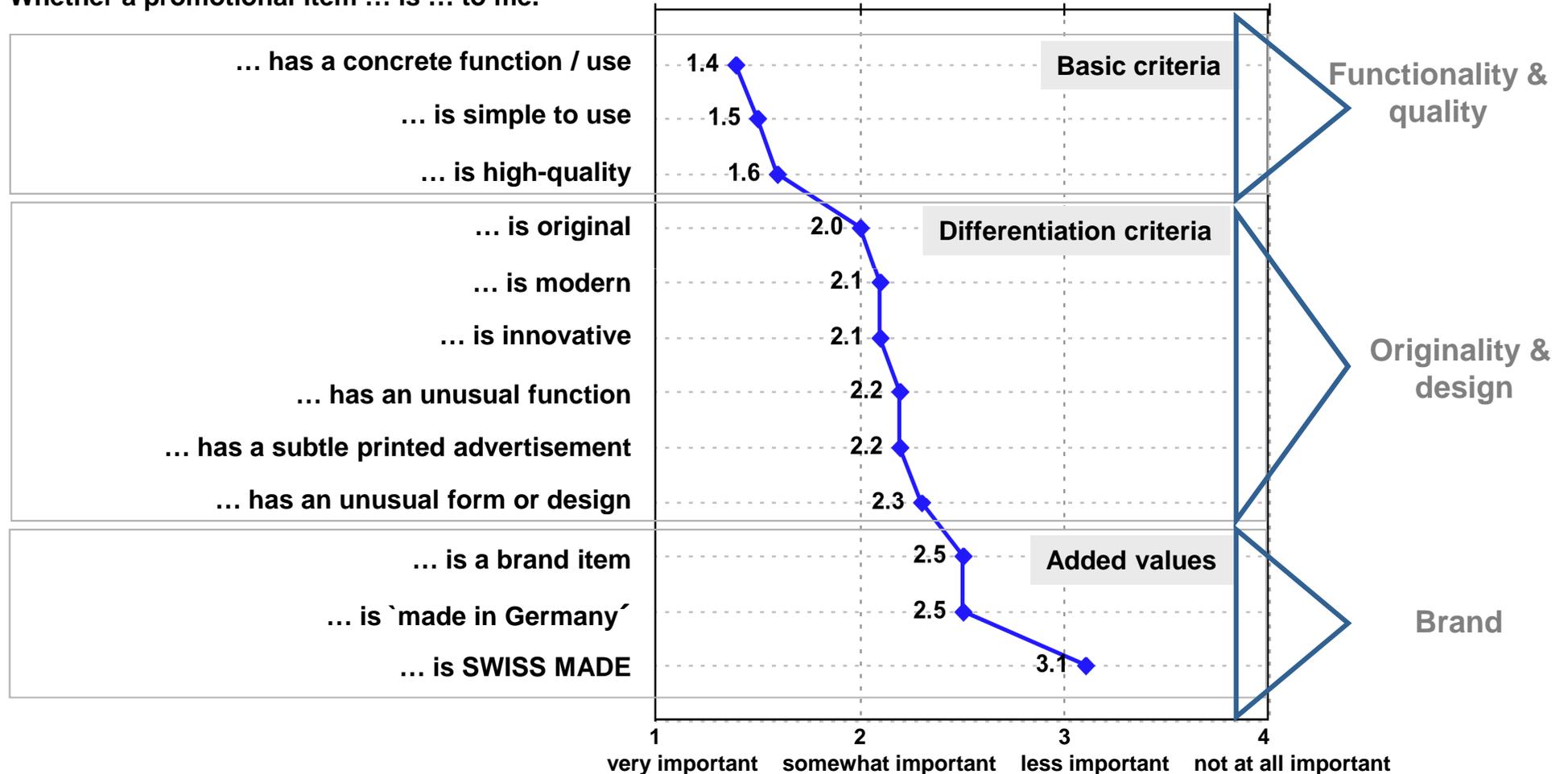
Office items and stationery					
					
Household			Auto		
					
Tools					
					
High-quality accessories					
					
Clothing			Food		
					

Results, Part I: Importance of item characteristics

Concrete usage is most relevant for promotional items

Question 18: In general, how important are the following characteristics for a promotional item? (prompted)

Whether a promotional item ... is ... to me.



Basis: N=2.002.

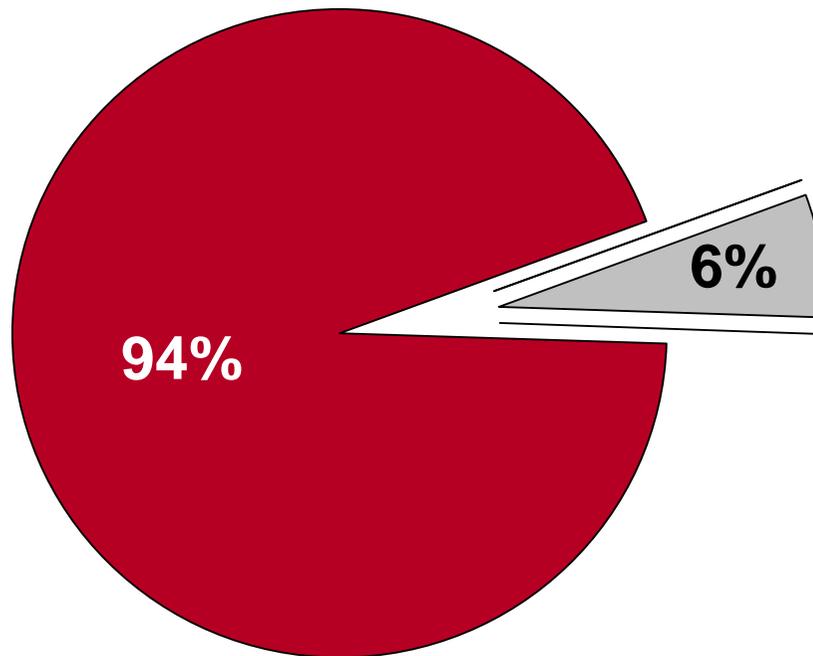
Results, Part II: Owning promotional items

Overall high penetration of promotional items

Question 1: Please tell me whether you own any of the following promotional items. (prompted)

**Own one of these
promotional items**

(66.27 million)

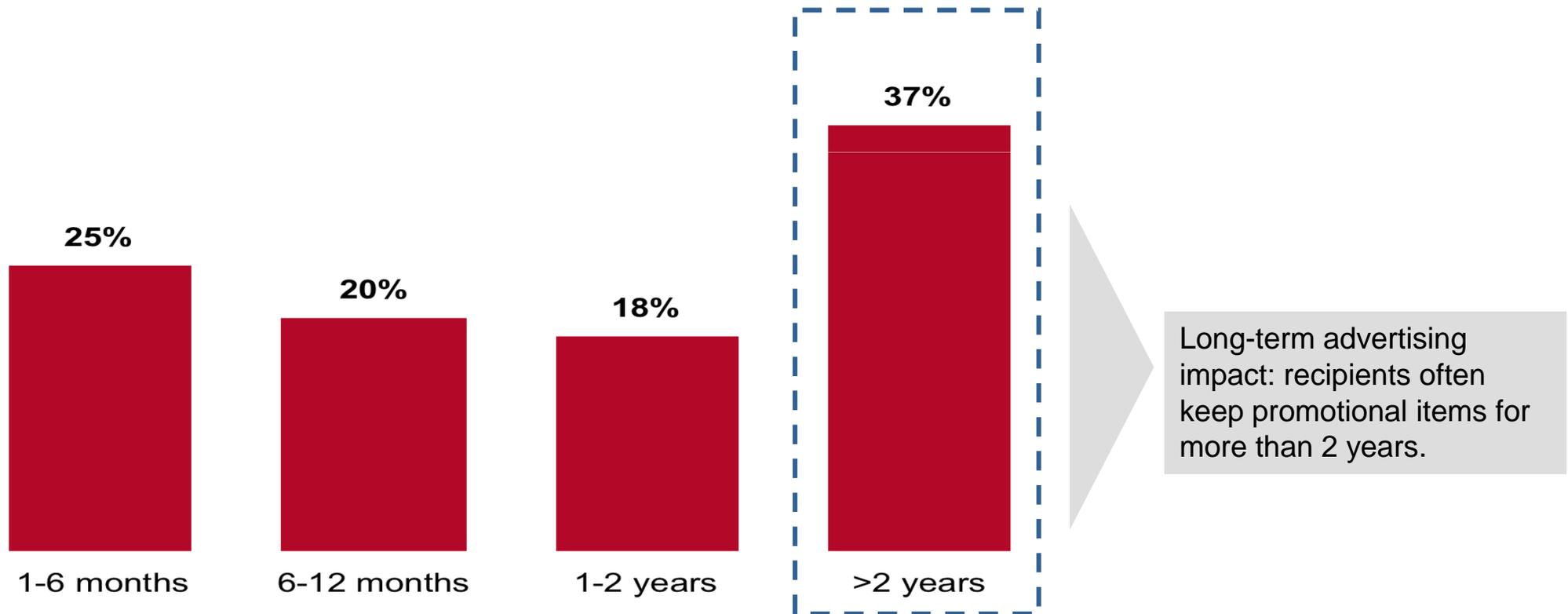


**Do not own any of these
promotional items**

(4.23 million)

Basis: N=2,002. Information in brackets = Extrapolation for total population age 14 and over.

Promotional items have a longer-term effect: 75% of promotional items have already been owned for more than half a year



Basis: N=2,002.

Promotional items are usually not given in a professional context

I received the item ...

■ ... in a private context ■ ... professionally and privately ■ In a professional context

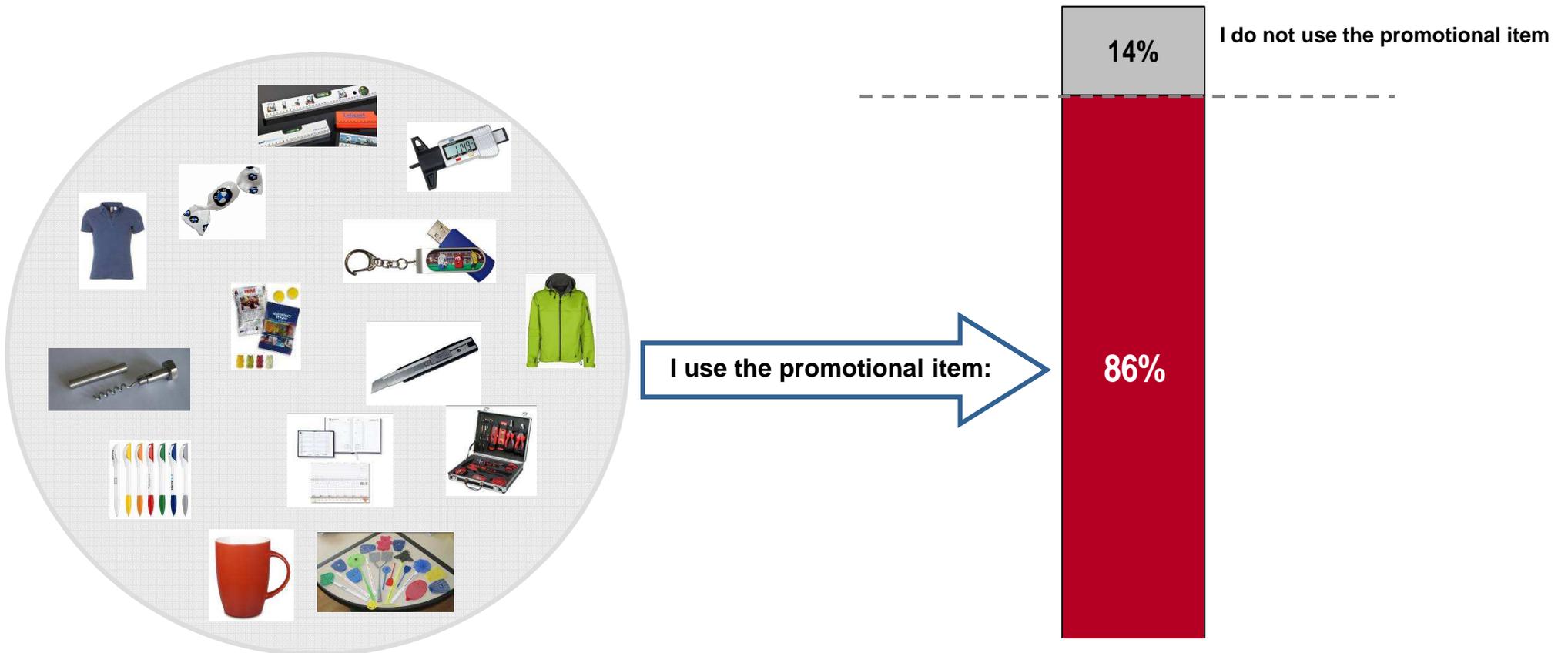


Promotional items are more frequently given in a b2c context.

Basis: N=2,002.

Results, Part III: Usage of promotional items

Promotional items are used by the recipients



Basis: N=2,002.

High advertising contact opportunity with promotional items



- **High advertising contact opportunity:** On average, a promotional item is used once a day. Statistically speaking, this means an advertising message reaches the recipient once every day.

Basis: N=2,002.

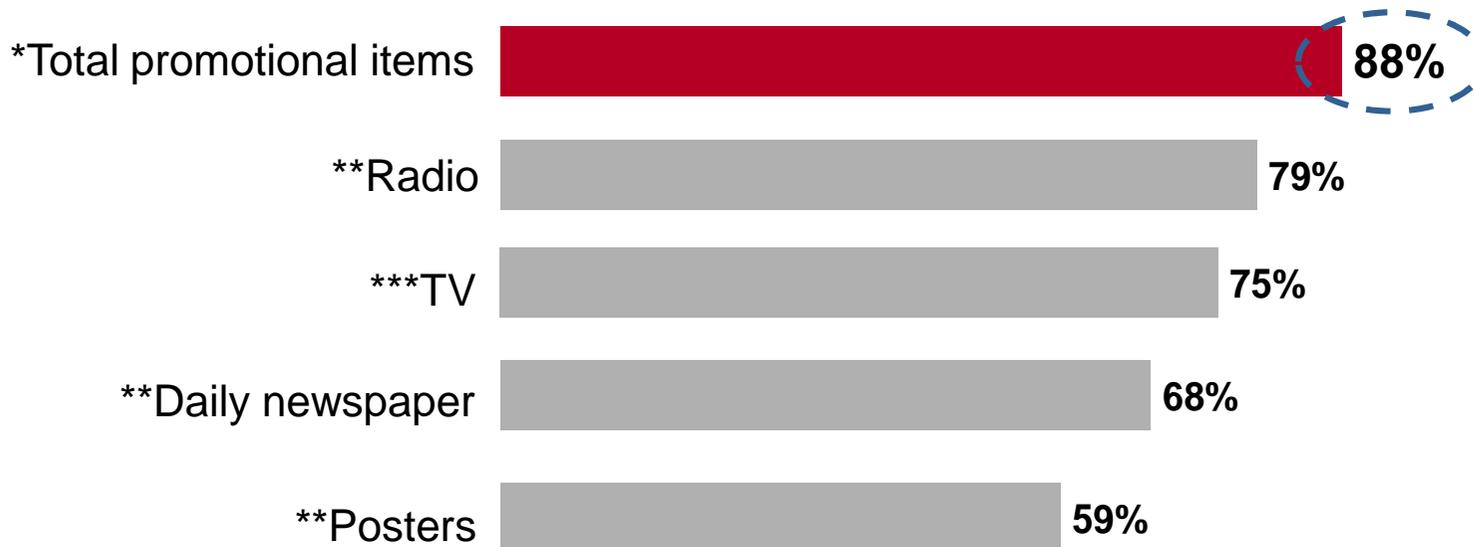
Functionality is the most convincing feature for promotional items

I use the promotional item because ...

Functionality	"Easy to grip, doesn't slide around in your hand." (ballpoint pen)
	"They're very practical because I need them every day." (ballpoint pen)
	"They're practical, both personally and professionally." (monthly calendar)
	"Very clearly organized; I can't do without it." (daily calendar)
	"Ideal for traveling – both work and personal trips." (USB stick)
	"Very useful items." (bottle opener)
	"Easy to handle, smaller than usual." (folding ruler)
	"The most important advertising gift, hands down." (calendar)
	"Many handy tools in one, with a bag."
	"Well organized, sturdy, many card slots." (leather wallet)
Originality & design	"A wide range of designs, some with interesting ideas like a built-in calendar." (ballpoint pen)
	"Attractive design – both the shape and the printed design (blue color gradients)." (cups)
	"Nice thin walls and an elegant shape." (cups)
	"Very solid and unusually nice-looking; I'd be upset if they were gone." (bottle openers)
	"Not just promotional items, but also souvenirs." (cups)
Quality	"High-quality goods – I've had mine for 20 years." (wallet)
	"Nice stainless steel." (corkscrew)
	"Great gifts. They're not all that cheap!" (USB stick)
	"Good quality and durable." (ballpoint pen)

Promotional items reach more people than radio or TV do

Reach on an average day



- **Good reach:** Promotional items reach 88% of the population over age 14 (on an average day) – more than any other medium.

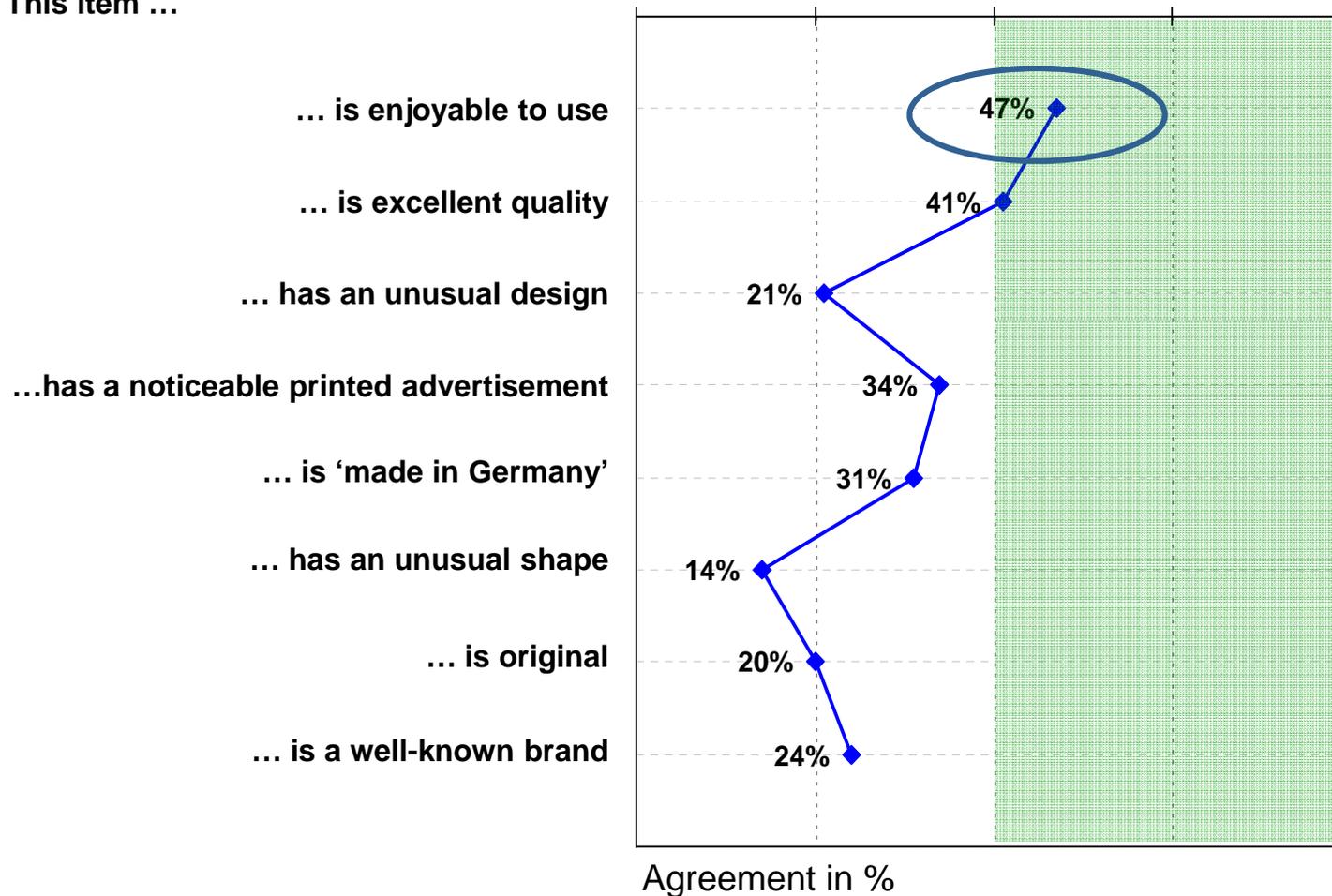
*Basis: N=2,002. Reach was calculated based on the advertising contact opportunity (=usage) for each promotional item per day. **Source: ma 2011 (value for posters = average for various poster sizes. ***Source: AGF/GfK 2010

Results, Part IV: Evaluation of the promotional items

Likeability often determines item usage

Question 7: Which of the following statements apply to the promotional items that you use? (prompted. Agreement in %)

This item ...

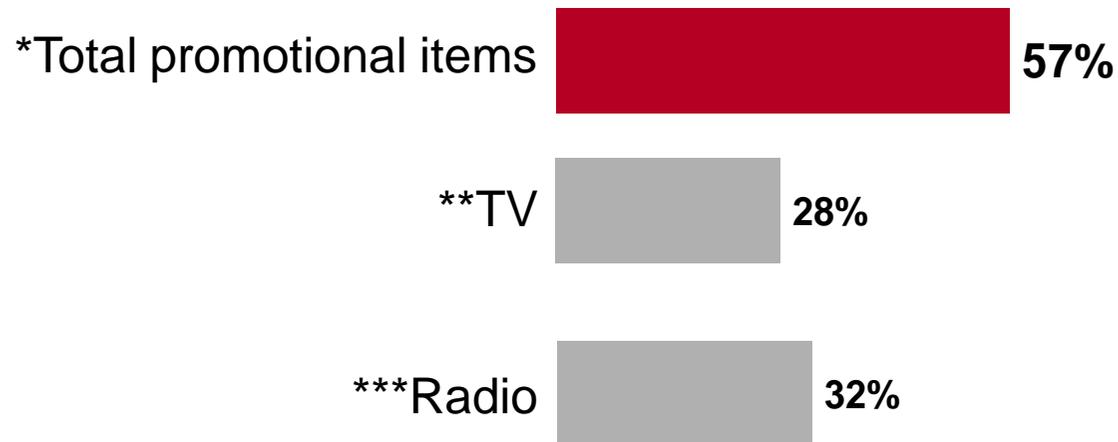


Basis: N=2,002.

Results, Part V: Advertising recall

Recall of promotional items in the benchmark

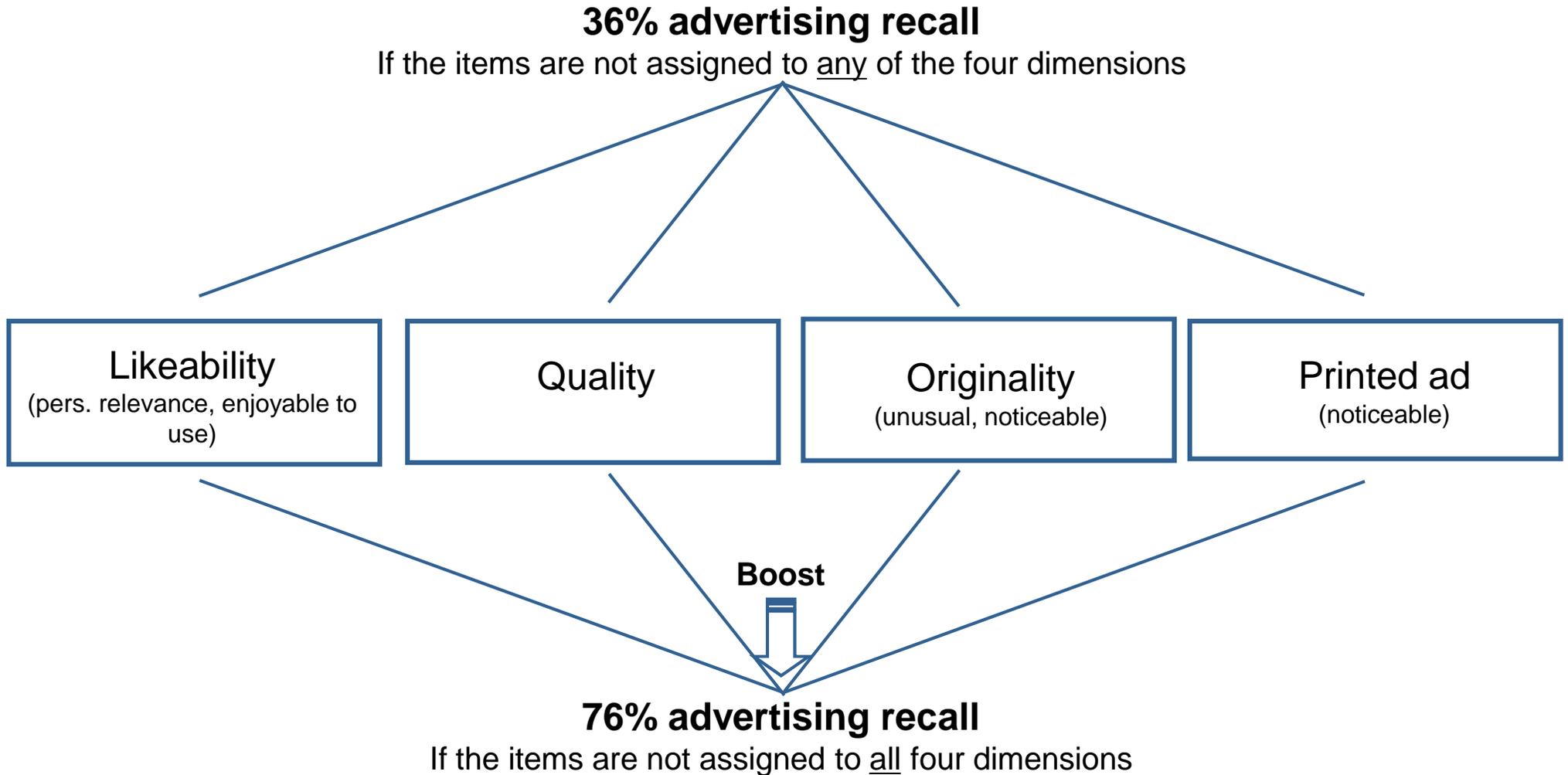
I remember the brand and/or company name of the advertised company



- **Good advertising recall:** Advertising recall is twice as high for promotional items as for television.

*Source: Dima promotional-item study. **Source: ARF *** Source: RMS (values between 25% and 38%).

Four factors that influence advertising recall



→ Advertising recall is more than doubled by an interaction between the four aspects

Promotional items have a positive effect on the customer relationship

Question 9: Are you a customer of the advertised company? (prompted)

Question 12: Do you agree with the following statements? (prompted)

Only asked if the respondent answered Question 9 with "Yes."



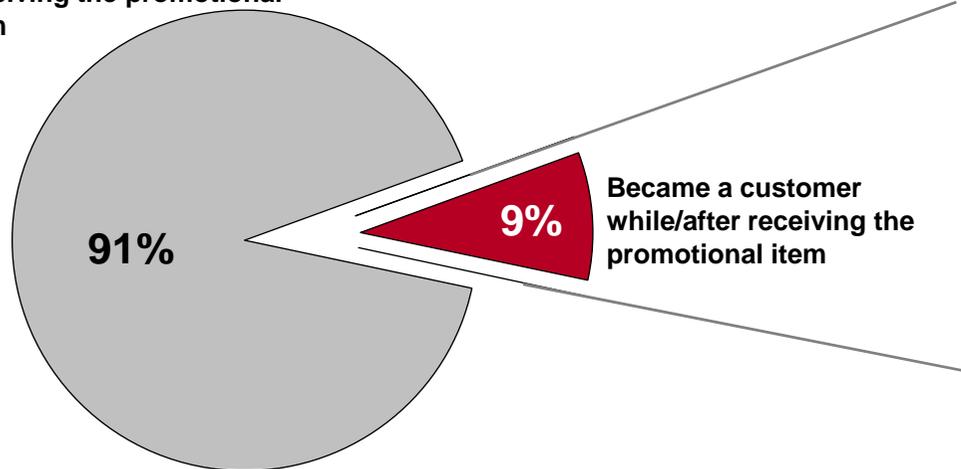
Basis: N=2,002.

Promotional items affect the choice of company

Question 10: Were you already a customer of the company before receiving the promotional item, or did you become a customer of the company upon receiving the item or afterward? (prompted)

Only asked if the respondent answered Question 9 ("Are you a customer?") with "Yes."

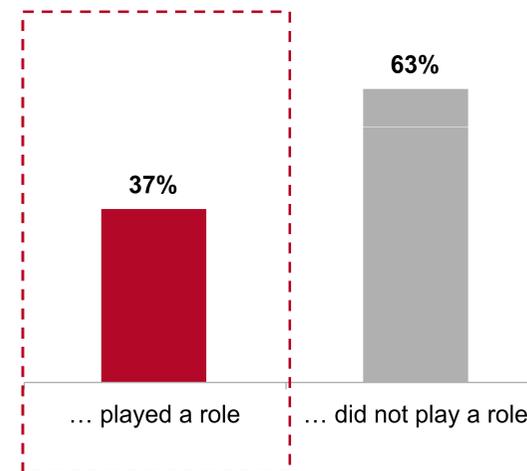
Was a customer before receiving the promotional item



Basis: N=2,002

Question 11: What role did the promotional item play in your decision to purchase/order from this company? (prompted)

In choosing the company, the item...



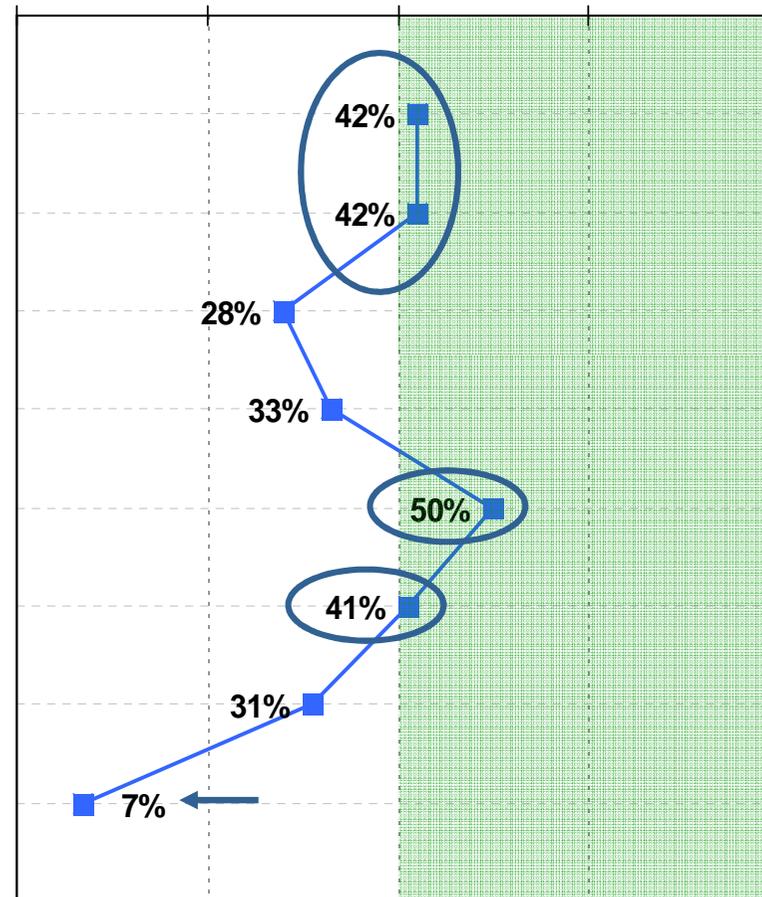
Basis: N=180

High recommendation rate: the promotional item is a multiplier

Question 13: Do the following statements apply to the company from which you received the promotional item? (prompted. Agreement in %)

The company...

- ... is especially likeable
- I highly value the company's products / services
- The products / services are better than those of comparable companies
- ... is especially service-oriented
- ... is worth recommending
- ... is trustworthy
- ... is especially customer-oriented
- The promotional item encouraged me to contact the company



Agreement in %

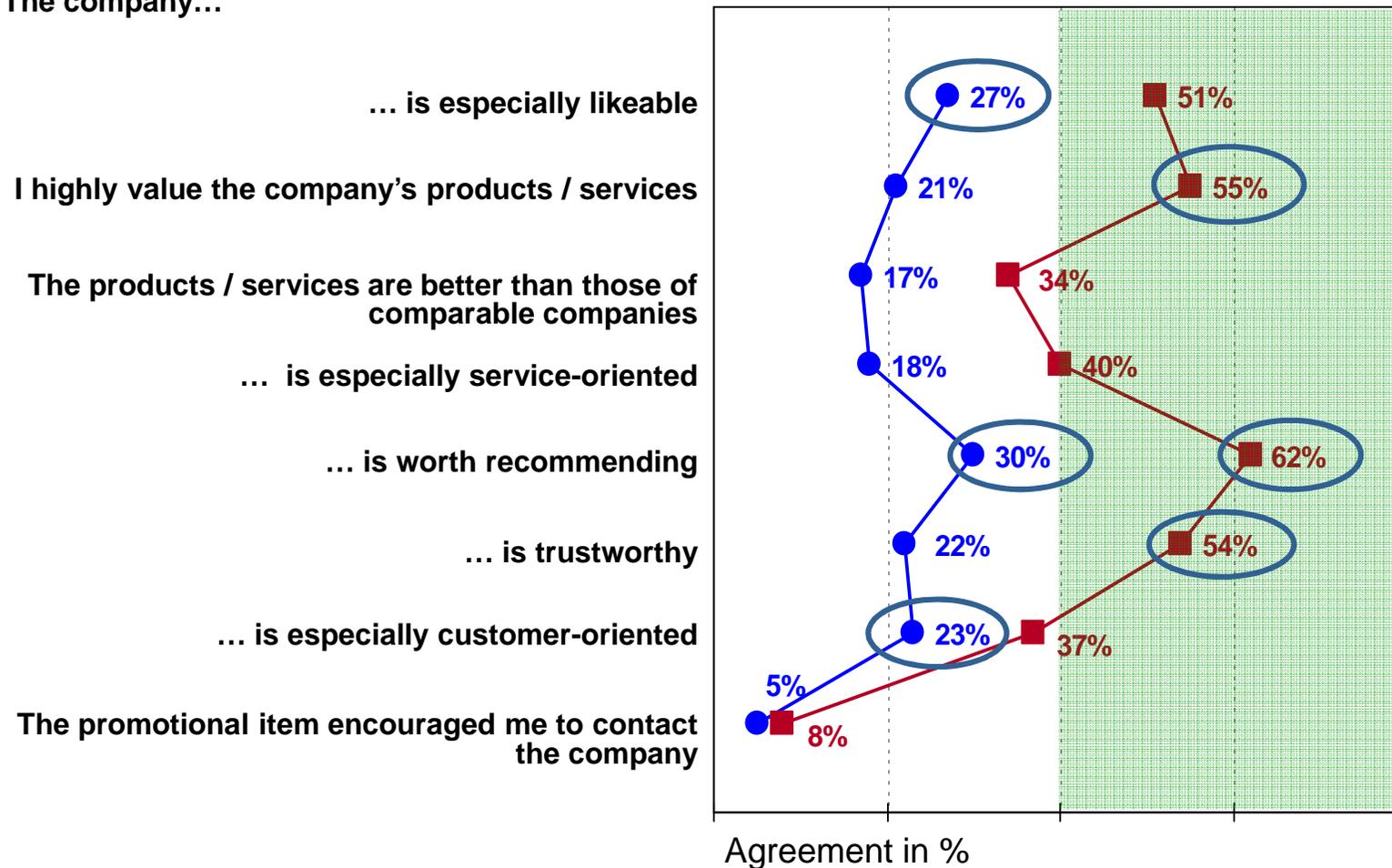
Basis: N=1,835

Promotional items reinforce customer loyalty and create trust in the company

Question 13: Do the following statements apply to the company from which you received the promotional item? (prompted. Agreement in %)

The company...

■ Customers ● Non-customers

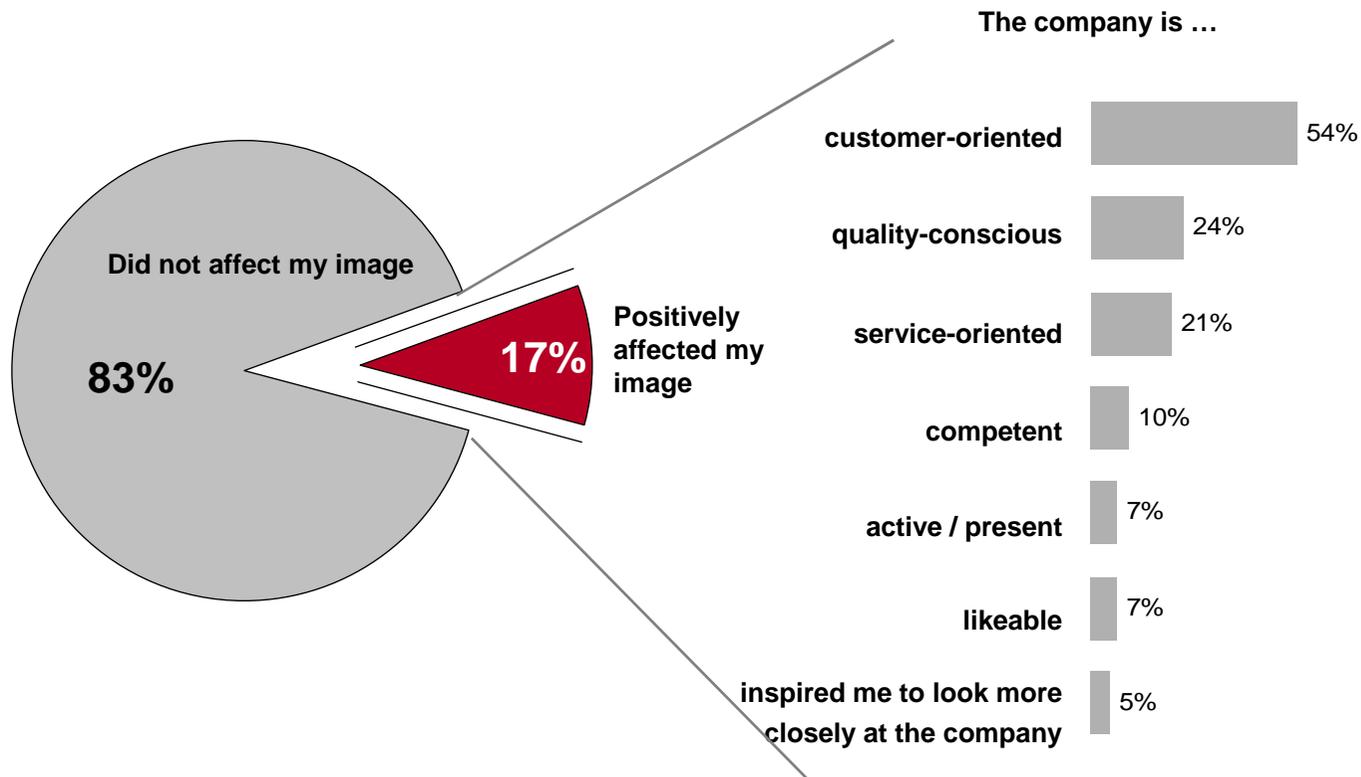


Customers n=1,096, Non-customers n=739 (of the advertised company)

Perception of customer focus and quality consciousness is positively influenced by promotional items

Question 14: Did the promotional item affect your image of the advertised company?
(prompted)

Question 15: Please briefly describe the **positive** change in your image of the company. (unprompted)



Basis: N=2,002.

Statistics

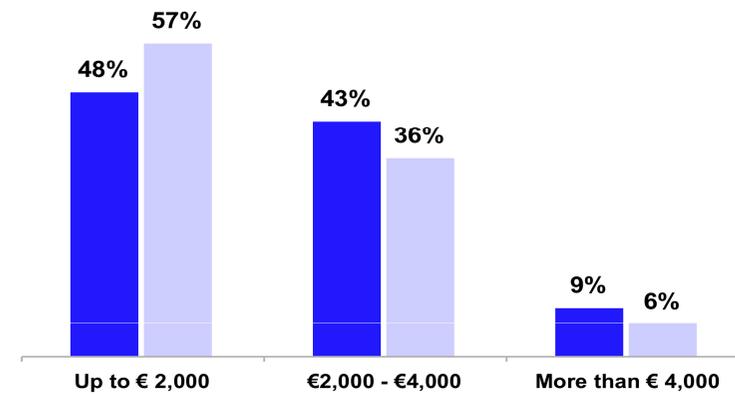
Statistics

■ Random sampling ■ Total population

Profession



Net household income



S4: In which industry do you work? (prompted)



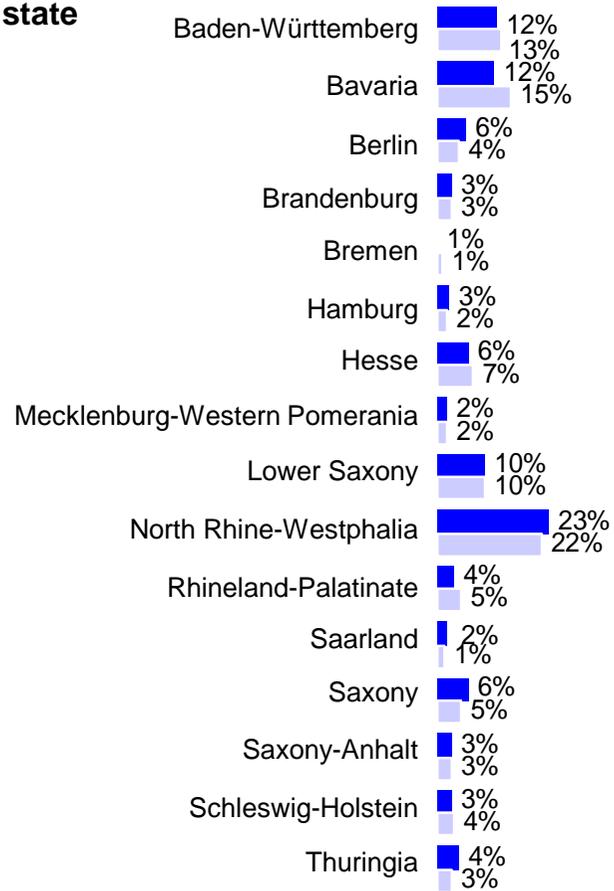
Basis: N=2,002.

N=1,098

Statistics

■ Random sampling ■ Total population

Federal state



City size



Basis: N=2,002.