



Kotick Marketing Group, Inc.

1232 North Fair Oaks Avenue
Pasadena, California 91103

P: 626.240.0285

F: 626.240.0296

W: kotick.com

2010 MOST POPULAR PROMOTIONAL PRODUCTS REPORT

Using promotional products is an effective way to boost the popularity of companies and products. However, businesses need to choose the right kind of advertising gifts and products to make their marketing campaign a success. Some of the more popular items that are given out to customers include pens, postcards, mugs and paperweights. Promotional printed products that are useful and attractive to people will give companies the much needed marketing mileage that they are looking for.

1. Promotional Apparel
 - Account for 1/3 of all promotional product sales
 - Logo exposure is extremely high, as people wear the items to the gym or on weekends- heavily crowded areas
2. Writing Instruments
 - Well received, as the item is extremely functional
 - Research shows during the lifespan of a promotional pen, it will have as many as 8 owners, which equates to high logo exposure
 - Great Affordability
3. Bags
 - Well received, as the item is extremely functional and usable
 - Most popular bags include totes, computer bags, and drawstring backpacks
4. Desk Accessories
 - Often purchased to give to office staff
 - One of the most popular items is a stress ball. They are inexpensive and well received
 - These items serve as a great way to get your branding noticed as these items are frequently used and anyone who passes will see your logo
5. Calendars
 - Among the most affordable promotional items because of the low cost per impression
 - A study done by PPAI indicated the 94% of business calendar recipients could recall the logo imprinted on their calendar, and 85% of individuals who received calendars in their homes did business with the advertiser
6. Magnets
 - Extremely affordable with excellent logo exposure
 - Available in a wide variety of shapes and sizes
 - Keeps information readily available and in sight

7. Computer / Electronic Accessories
 - Because technology is a large part of everyone's lives, the need for computer/electronic accessories is high in demand
 - These items are highly used and appreciated, as they are very functional to everyday life
8. Sporting Goods
 - Sporting events are a great places to advertise
 - Gyms often use these to promote/sale new memberships
9. Automotive Accessories
 - Valued as these items are usable and practical