

## *Principle Uses of Promotional Products \**

Ranked in order of frequency, respondents indicated that promotional products are most frequently used for the following purposes:

- | <b>Rank</b> | <b>Usage Category</b>                                  |
|-------------|--|
| 1.          | Trade Show Promotion                                   |
| 2.          | Customer Retention and Appreciation                    |
| 3.          | Goodwill/Enhance Image                                 |
| 4.          | Improve, Reward or Recognize Employee Performance      |
| 5.          | Create Awareness of New Products/Service/Facilities    |
| 6.          | Reinforce Existing Products/Services/Facilities        |
| 7.          | Generate Sales Leads and Responses                     |
| 8.          | Fundraising/Increasing Donations of Money, Food, Blood |
| 9.          | Open Doors, Secure Appointments                        |
| 10.         | Motivate Dealers, Retailers                            |
| 11.         | Promote Sales Contests                                 |
| 12.         | Increase Store Traffic                                 |

\* PPAI information based on 2003 study by Louisiana State University and Glenrich Business Studies. For more information, go to: [www.ppai.org/MediaInformation/IndustryStatistics/TopBuyers](http://www.ppai.org/MediaInformation/IndustryStatistics/TopBuyers).