



What products are stickiest?

Pens, pencils, calendars, bags and mugs are most common promotional gifts: but umbrellas and barbecues are the most likely to be kept

Promotional pens and pencils, calendars and diaries are the gifts people are most likely to have received in the last 12 months, and twice as many recipients keep these items as dispose of them, exclusive research for LOGO has found.

Research company fast.MAP asked its Consumer Voice Panellists what promotional products they had been given, what they did with them and

what made them keep certain of the branded items.

Pens and pencils were received by 40%, with 28% keeping them, while 31% received calendars and diaries and 20% still have them. Bags were next most prevalent, with 18% receiving them and 12% still having them.

While relatively few consumers were given branded umbrellas, they are the

item most likely to be kept.

Branded picnic or barbecue equipment or luxury goods also scores highly on the 'stickiness scale'.

Those who kept promotional gifts were most likely to have done so because they knew (70%) or thought (64%) they would use it. 42% already had the item, but kept it as a spare. 38% use it every week, while a third use it every month.

Thinking about promotional products – things like baseball caps, T-shirts, aprons, pens, mugs, USB sticks, key rings and umbrellas with a company or brand logo. Have you been given any of the following in the last 12 months and which of them have you kept? Please tick all that apply.

Bags			Clocks or watches	
Yes, but no longer have	6%		Yes, but no longer have	2%
Yes, and still have	12%		Yes, and still have	3%
Office equipment or stationery (calculators, staplers, paper pads, rulers, sharpeners etc)			Headwear (cap, hat etc)	
Yes, but no longer have	3%		Yes, but no longer have	3%
Yes, and still have	10%		Yes, and still have	5%
Pens or pencils			Clothing (T-shirt, fleece jacket, scarf, gloves etc)	
Yes, but no longer have	12%		Yes, but no longer have	3%
Yes, and still have	28%		Yes, and still have	7%
Calendars or diaries			Computer accessories (mouse mats, USB sticks etc)	
Yes, but no longer have	11%		Yes, but no longer have	4%
Yes, and still have	20%		Yes, and still have	10%
Car items (screen scrapers, air fresheners, key rings etc)			Kitchen items (aprons, measures, fridge magnets, bottle openers, spoons etc)	
Yes, but no longer have	3%		Yes, but no longer have	2%
Yes, and still have	9%		Yes, and still have	7%

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range



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The responsible promotions range, naturally.

Toys (teddy bears, children's balls, games etc)		Luxury gifts	
Yes, but no longer have	2%	Yes, but no longer have	1%
Yes, and still have	4%	Yes, and still have	2%
Sports-related items (football, rugby, tennis, cricket, golf etc)		Food or drink (mints, chocolate, wine etc)	
Yes, but no longer have	1%	Yes, but no longer have	9%
Yes, and still have	3%	Yes, and still have	4%
Items for the beach (frisbies, towels etc)		Mugs	
Yes, but no longer have	1%	Yes, but no longer have	5%
Yes, and still have	4%	Yes, and still have	11%
Picnic or barbecue items/equipment		Novelties	
Yes, but no longer have	1%	Yes, but no longer have	4%
Yes, and still have	2%	Yes, and still have	6%
Umbrellas		Travel items	
Yes, but no longer have	1%	Yes, but no longer have	2%
Yes, and still have	6%	Yes, and still have	3%

How do you feel about the promotional products you have kept?
Please tick the appropriate box for each of these options.

I kept the item because I knew I would use it		I use it every day	
Agree	70%	Agree	28%
Neither agree nor disagree	23%	Neither agree nor disagree	39%
Disagree	8%	Disagree	33%
I kept the item because I thought I might use it		I use it every week	
Agree	64%	Agree	38%
Neither agree nor disagree	25%	Neither agree nor disagree	34%
Disagree	10%	Disagree	28%
I kept the item because I thought it had some value		I use it every month	
Agree	12%	Agree	33%
Neither agree nor disagree	34%	Neither agree nor disagree	41%
Disagree	54%	Disagree	26%
I kept the item because it had useful information or contact details on it		I don't actually use it	
Agree	29%	Agree	8%
Neither agree nor disagree	33%	Neither agree nor disagree	32%
Disagree	38%	Disagree	60%
I just chucked it in a drawer		I've given it to someone else	
Agree	12%	Agree	15%
Neither agree nor disagree	34%	Neither agree nor disagree	22%
Disagree	53%	Disagree	63%
I already had one, but a spare is always useful			
Agree	42%		
Neither agree nor disagree	34%		
Disagree	25%		

Source: Promotional Marketing magazine LOGO/fast.MAP

The Storia Pen

made using recycled card
another original product
from the GreenEarth™
range



Featured Products: Storia
flat and round clipped
pens made from recycled
card

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The responsible promotions range, naturally.