



## THE POWER OF BAGS

In a recent study, the Advertising Specialty Institute (ASI) conducted a national survey of end buyers to determine the effectiveness of promotional products versus other advertising media. ASI was interested in determining the motivations, influences, uses and impact promotional products had on recipients. From this information, ASI was able to formulate the "cost-per-impression" promotional products have over more traditional media such as prime time TV, cable TV, national magazines and newspapers.

The study's results highlighted some very favorable findings for the effectiveness of BAGS as an advertising vehicle. Here are some of those highlights for you:

**In The Bag!:** Bags were reported to be one of the most frequently-used promotional products, nearly 6 times per month – even more than shirts or caps.

**Very Impressionable:** Bags made the highest number of marketing "impressions" during their use, approximately 1,084 per month. This was more than twice the number for caps or writing instruments, and 3 times number of impressions made by shirts.

**Staying Power:** Even more remarkable, bags were kept a long time, nearly 7 months. That's more than 7,200 marketing impacts over the life of the bag!

**User-Friendly:** 88% said their reason for keeping a bag was because it was considered "useful". The second most cited reason was its "attractiveness".

**Total Recall:** 82% of recipients said they could clearly identify the advertiser who gave them the bag and 45% said they now had a "more favorable" impression of the advertiser. Best of all, 59% reported doing business with the advertiser after receiving the bag!

**Highly Cost Effective:** The overall "cost-per-impression" for bags averages only \$0.001. That's less expensive than traditional media such as prime time TV (\$0.018), cable TV (\$0.005) or national magazines (\$0.045). When measured against other promotional product categories, bags scored equally as well. Bags have a lower cost-per-impression than calendars (\$0.003), drinkware (\$0.004), shirts (\$0.005) and business accessories (\$0.008).

All of this points to something we've known all along: that bags are functional, mobile and valuable -- making them extremely effective marketing and branding vehicles. Companies who use bags to promote their business get a better return on their advertising investment and greater exposure and impact for their message.

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