

PROMOTIONAL PRODUCT SELECTION STRATEGY

How to Pick Swag That Works!

Introductions



Luke

Owner | Hatfield Creative

Michigan Promotional Products
Association

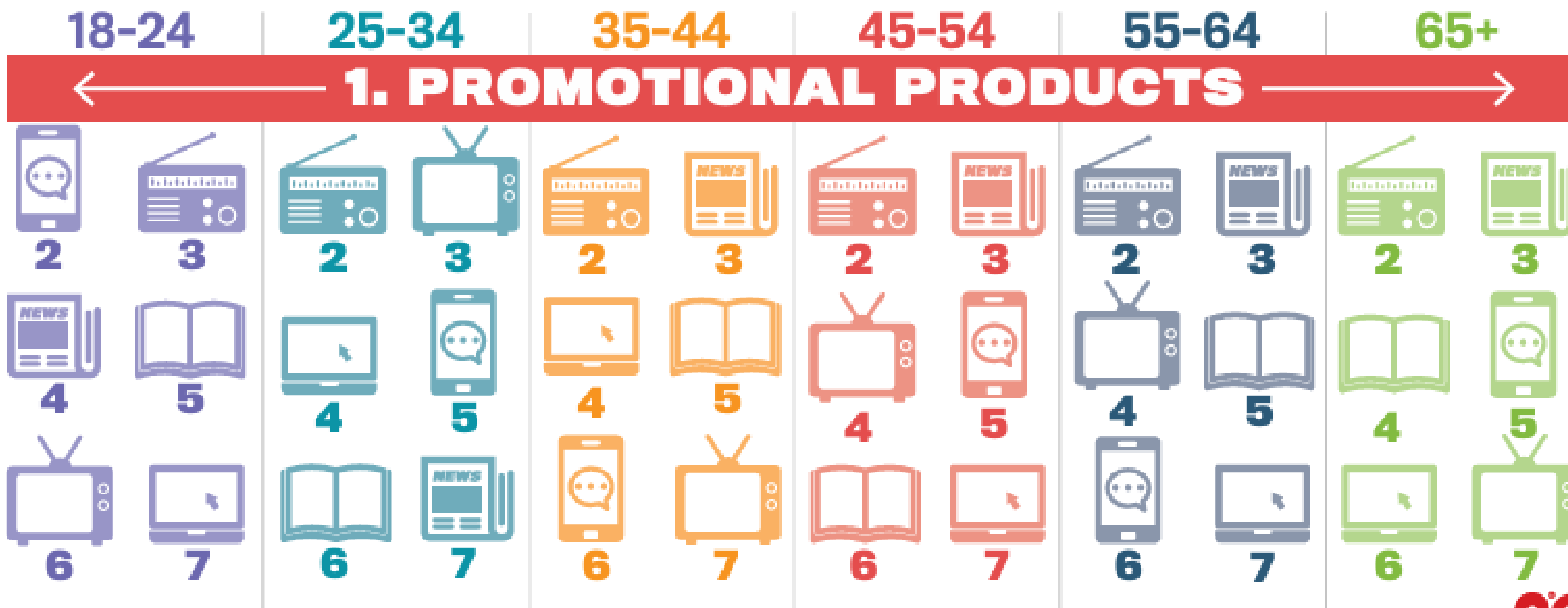
Ad Specialty Institute (ASI)

Husband. Dog and Cat Dad. WMU
Marketing Grad.



Whether you're young or just young at heart, it's unanimous: Promo is everyone's favorite form of advertising!

RANK OF ADVERTISING PREFERENCE



BEFORE YOU PICK YOUR PROMO PRODUCT



Desired Behavior



Target Market

WHAT BEHAVIOR ARE YOU TRYING TO DRIVE?

Awareness: "I want them to know we exist."

Engagement: "I want them to engage with content or interact with us."

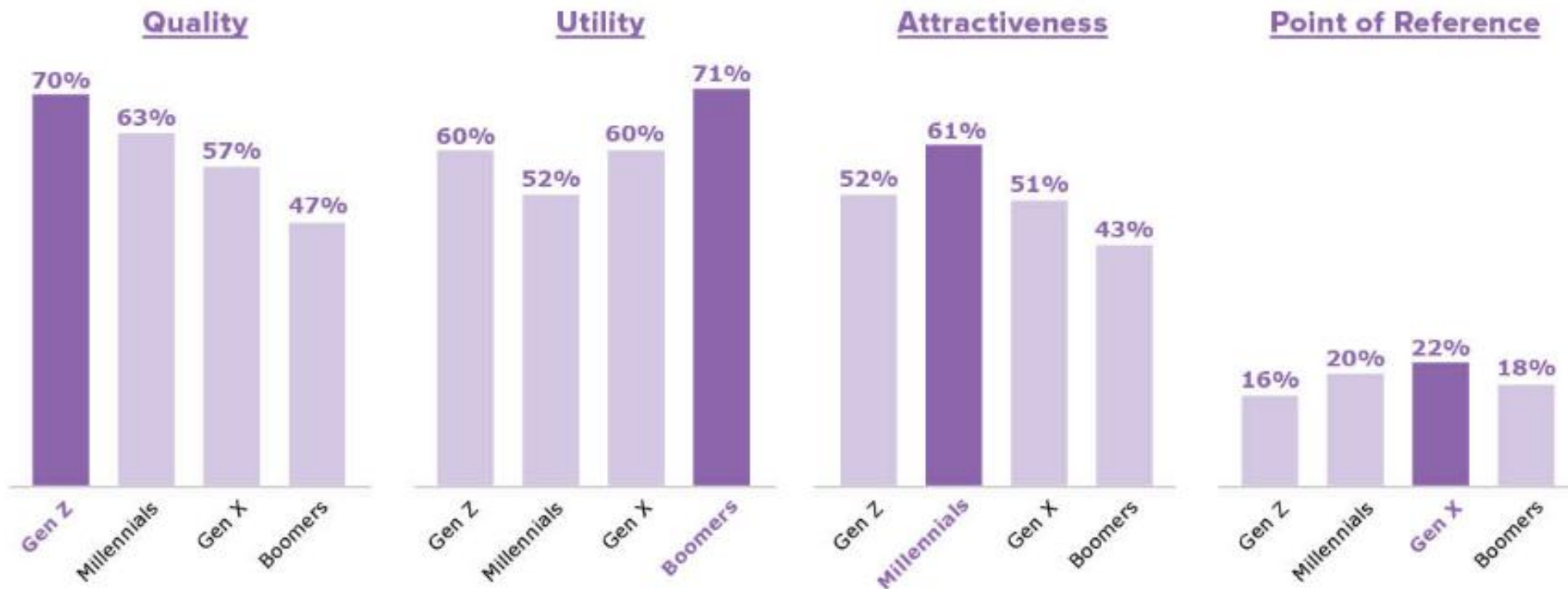
Conversion: "I want them to take action or close a deal with us."

Retention: "I want them to feel valued, so they stay." (Employees/Clients)

The image features a dark blue background with several horizontal arrows of varying lengths and colors (grey, red, and teal) pointing towards the right. On the right side, there is a large, stylized target symbol with concentric circles in shades of red and grey. The text "TARGET MARKET CONSIDERATIONS" is written in white, bold, uppercase letters across the center of the image, with a red arrow pointing to the right behind the words "MARKET" and "CONSIDERATIONS".

TARGET MARKET CONSIDERATIONS

What are your primary reasons for keeping a promo product?



Gen Z



Drinkware
Bags
Tech accessories
Stickers/Lanyards

Millennials



T-shirts
Pens
Drinkware
Bags

Gen X



Caps
Outerwear
T-shirts
Polo shirts

Boomers



Polo shirts
Outerwear
Pens

Female
consumers are more likely to want:



Drinkware



Bags



**Outerwear/
fleece**

Male
consumers are more likely to want:



Polo shirts

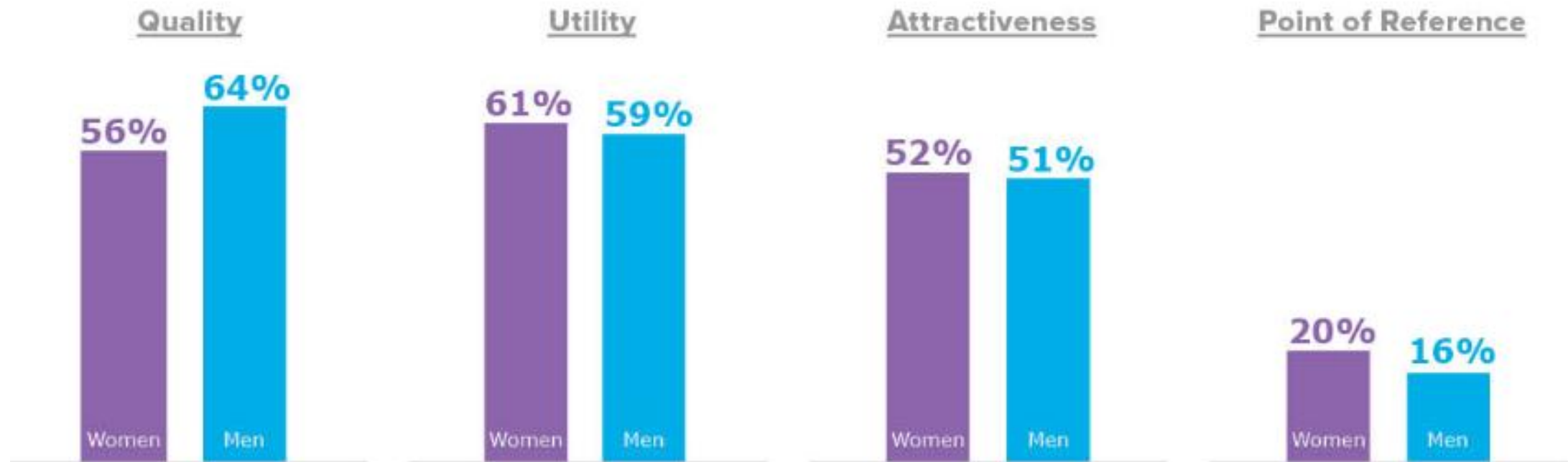


Caps/hats



Tech accessories

What are your primary reasons for keeping a promo product?



FAVORITE ITEMS BY GEOGRAPHY

Northern Markets

- Hooded Rain Jacket
- Cotton T-shirt
- Planner
- Socks
- Office Supply Kit
- Golf Bag
- Reusable Water Jug

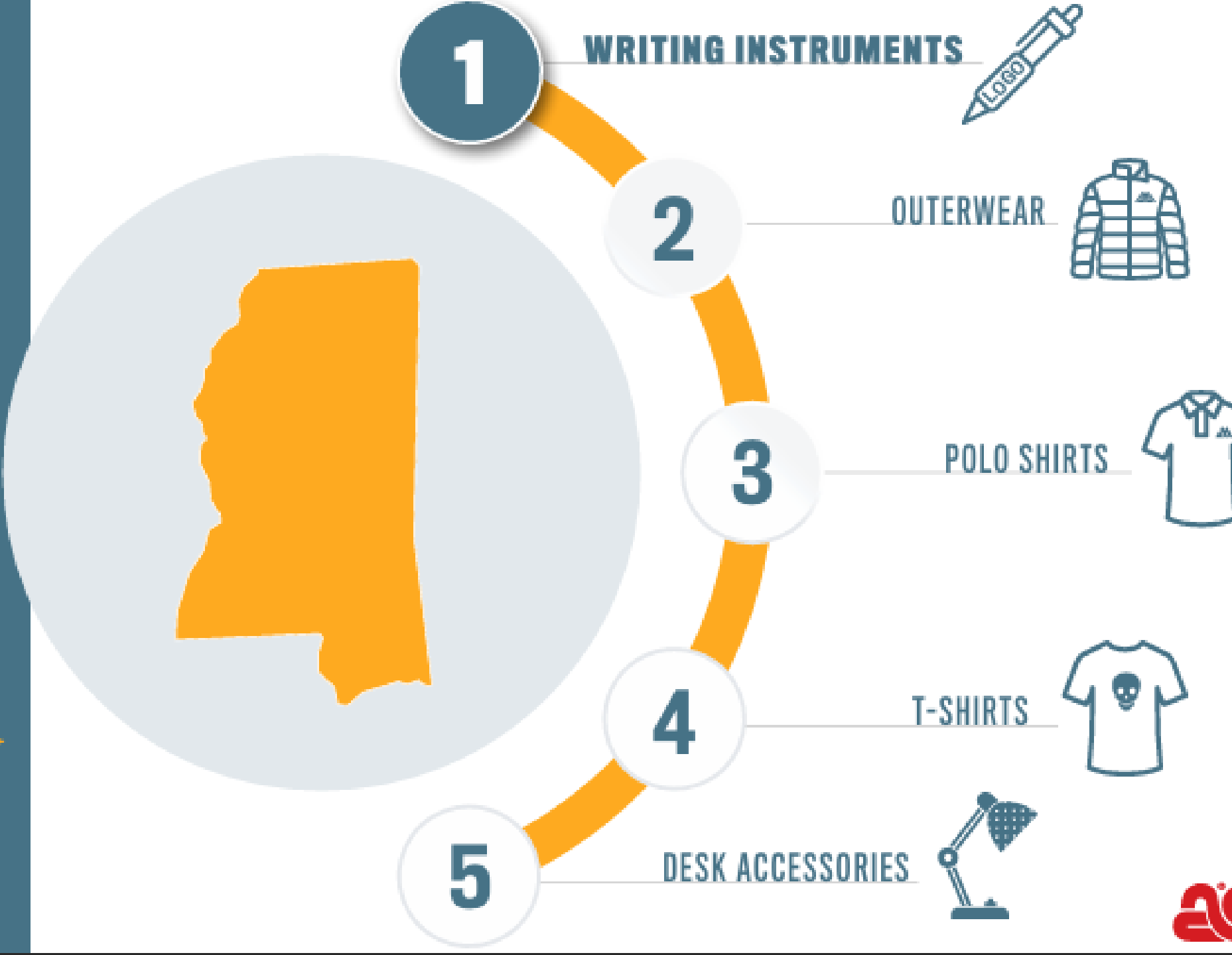
Southern Markets

- Large insulated tumblers
- Phone protectors
- Polo shirts
- Kitchen tools
- Picnic blankets
- Rain gauges
- Toiletry kits

5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF MICHIGAN



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF MISSISSIPPI



Measuring ROI on Promotional Products

Cost per Impression = Total cost of items ÷
Number of impressions generated

Drops significantly the longer the item gets kept
and used.

Cheap promo = Lower CPI = More wasted \$\$



A metal pen that costs
\$1 will have a cost per
impression of less than

1/10
of a cent!



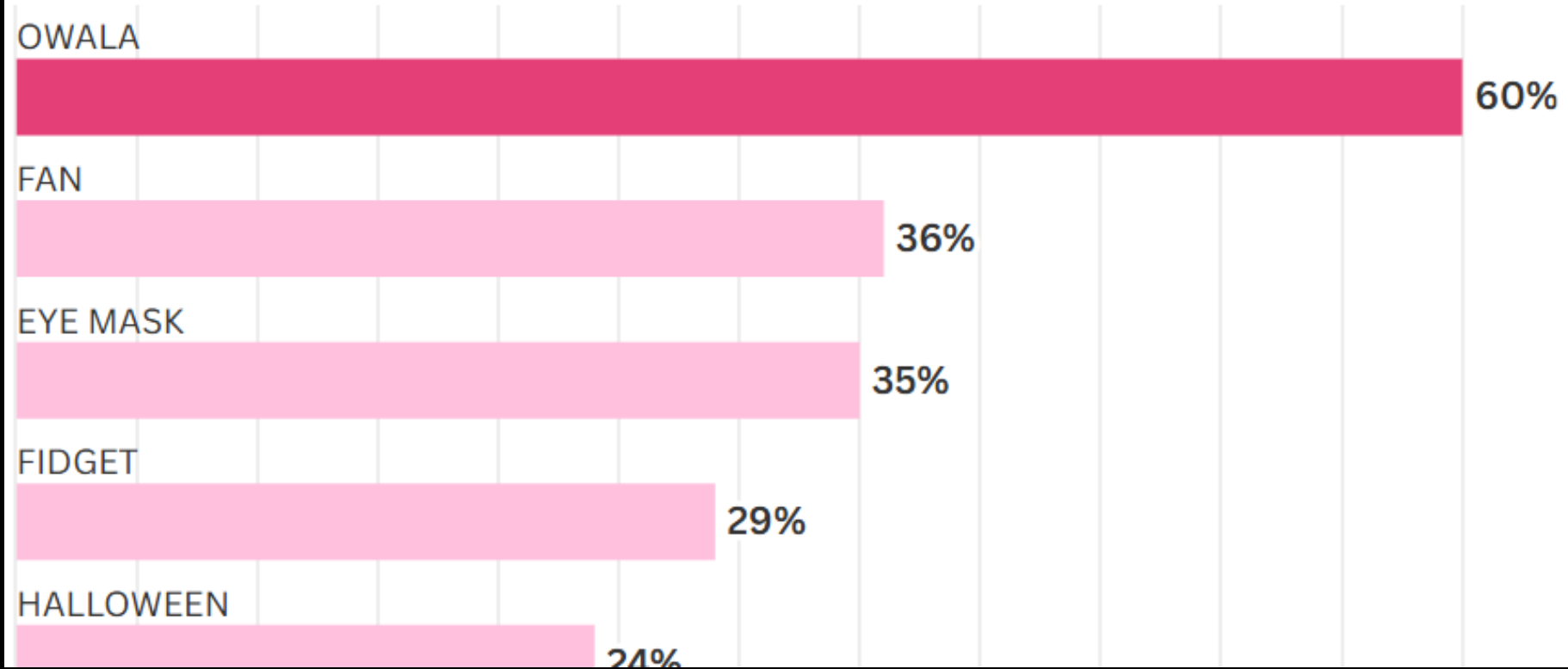


TRENDS

What is happening in promotional products?

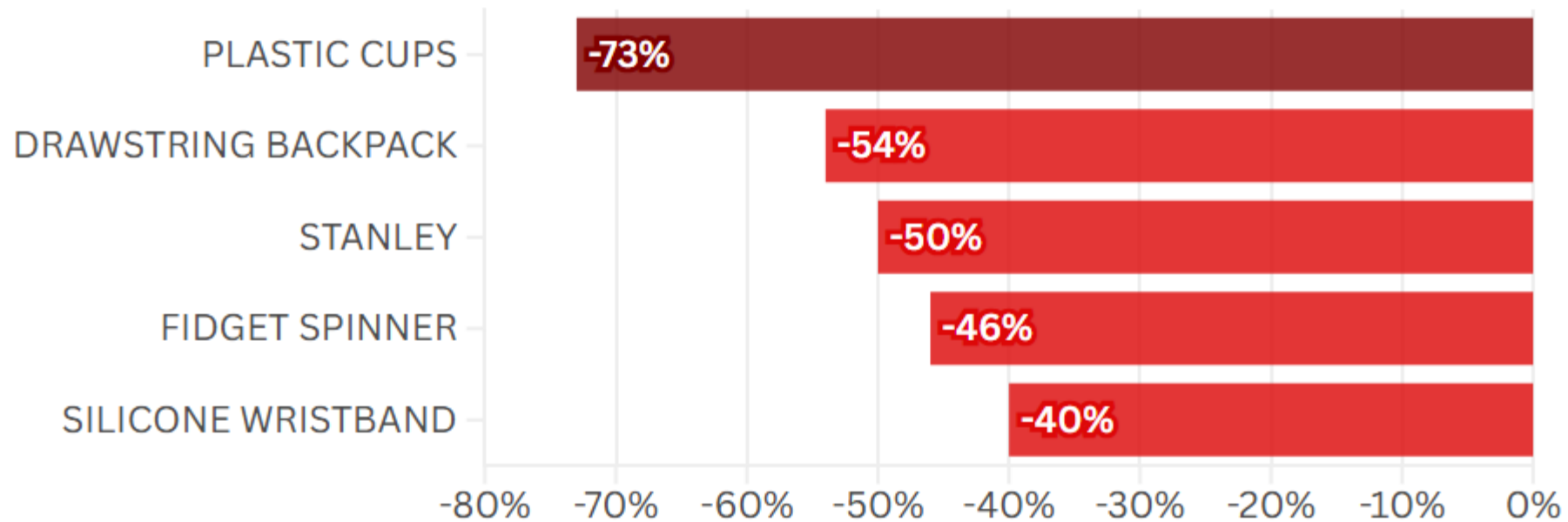
Biggest Growth from 2024 to 2025

(among leading ESP search terms)



Biggest Declines Between 2024 and 2025

(among leading ESP search terms)





#3 TOTE BAG



#6 MUGS



#1 PENS



#4 TUMBLER



#5 LANYARDS



#8 KEYCHAIN



#10 SUNGLASSES



#2 WATER BOTTLE



#7 NOTEBOOK



#9 KOOZIE

ORDERING PROMOTIONAL PRODUCTS

How to make sure what you order is on-time and consistent with your brand!



ARTWORK SPECS

- Quality artwork is paramount to delivering a quality product for your brand.
- 300 DPI or higher is recommended.
- Most printers prefer: .ai, .eps or high-rest PDF
- Bleeds if applicable (Typically 1/8th inch)
- Colors created to match PMS, CMYK colors consistent to your brand. Provide these to your printer.

LEADTIME CONSIDERATIONS

- Plan projects out with plenty of time in advance.
- Longer planning period offers for more creativity
- 4-6 weeks recommended to start planning promotional products depending on level of customization.