




# The game-changing stats of why you should consider **Promotional Products.**

## Designed to make your brand **memorable.**

Spend less than traditional advertising and integrate your brand into the daily lives of your audience creating organic, effective and lengthy brand exposure.




89% of consumers can recall the name of the advertiser on a promotional product they received in the past twelve months.




**52%** say their impression of a company is more positive after receiving a promo product.

**72%** believe that;  
Quality Promo = Reputation of Company.



Promo products increase the effectiveness of other media by up to **44%**. Want that print ad, event or PR strategy to excel? Throw some promotional products into the mix.



After receiving a promotional product, **85%** of consumers indicated they will do business with your brand.

**If you ever needed definitive proof  
branded merchandise works to  
boost sales, you got it!**

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We love a chat, get in touch and let us help your brand stand out

 **get smart**<sup>™</sup>  
PROMO

*Celebrating 20+ years in Promo!*

**1300 88 99 86**  
**gspromo.com.au**

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Statistics supplied by Australian Promotional Products Association and Promotional Products Association International.

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 **PPAI**  
The Mark of a Professional<sup>®</sup>