

How To Outperform All Other Forms Of Marketing & Advertising...For Less \$\$\$! The Facts You Need To Know!

Your customers and prospects are under attack. Every day, they're bombarded with thousands of marketing messages: radio and TV commercials, billboards, print ads, direct mail, telemarketing, pop-up ads, bill stuffers, even movie theater ads. And every single one is competing for their time and attention. What are you going to do about it?

You Have A Choice

Option 1: Jump headfirst into the ad wars, trying to be bigger, louder and more outrageous than your competitors. The problem? It's expensive, it's intrusive, and you run the risk of annoying your customers instead of energizing them.

Option 2: Do nothing, crossing your fingers that "out of sight" doesn't mean "out of mind" where your customers are concerned.

Option 3: Invest in a customized, strategic promotional products campaign that can grow your business, increase the number and quality of referrals, and promote repeat business.

Which Of These Three Options Will Help You Sleep Better At Night?

Promotional Products: Marketing that Remains to be Seen

Sure, we're a little biased, but with over 40 years of team experience in promotional marketing products, we've seen just how effective the use of promotional products can be. Successful companies of every size in every industry have made them an integral part of their marketing efforts and reaped the benefits.

Think about it. Where would you rather invest your marketing budget: in a 30-second commercial no one sees, or in the favorite coffee mug your customer uses every morning? An outrageously expensive Yellow Pages ad, or the comfortable folding chair your client takes to tailgating parties? An easily-ignored bill-stuffer, or a box of chocolates?

Most advertising is here one moment, gone the next. Promotional products are the medium that remains to be seen.

Numbers Don't Lie

Don't just take our word about the effectiveness of promotional products. Consider these statistics:

- A Baylor University study found that salespeople who gave promotional business products to their customers received 22% more referrals than those who did not.



- According to researchers at Southern Methodist University, customers who received promotional products reordered up to 18% sooner than those who received coupons, and spent 27% more.
- Adding a promotional marketing product to a mail promotion increased the response rate by 50%, according to a direct mail study by the Silver Marketing Group.
- In comparing customers who received either a letter of thanks or a merchandise specialty gift valued at \$40 retail, researchers at Wayne State University found that 6 months later, sales among those who received the gift were 400 percent higher than for those who got only the letter.

Of all people who received a promotional product:

- More than 8 out of 10 (84%) of people remember the advertisers.
- 42 % had a MORE FAVORABLE impression
- 24% said they are MORE LIKELY to business with that advertiser
- 62% said they actually have done business with an advertiser

Not The Same Old Stuff

Promotional products have come a long way. Sure, there are still the old standbys:

- Coffee mugs
- Calendars
- Stick pens
- Key chains



But there's so much more:

- Tote Bags
- Eco-Friendly Products
- High quality clothing
- Multi-use tools
- Luggage
- Clocks
- Jewelry
- Personal music players
- Cameras
- Pedometers
- Barware
- Coolers
- Fishing equipment
- Poker accessories
- Cookbooks
- Golf balls, bags and clubs

The list of custom imprinted promotional products is practically endless. If there is room to print, we can get it. Over 600,000 items available!

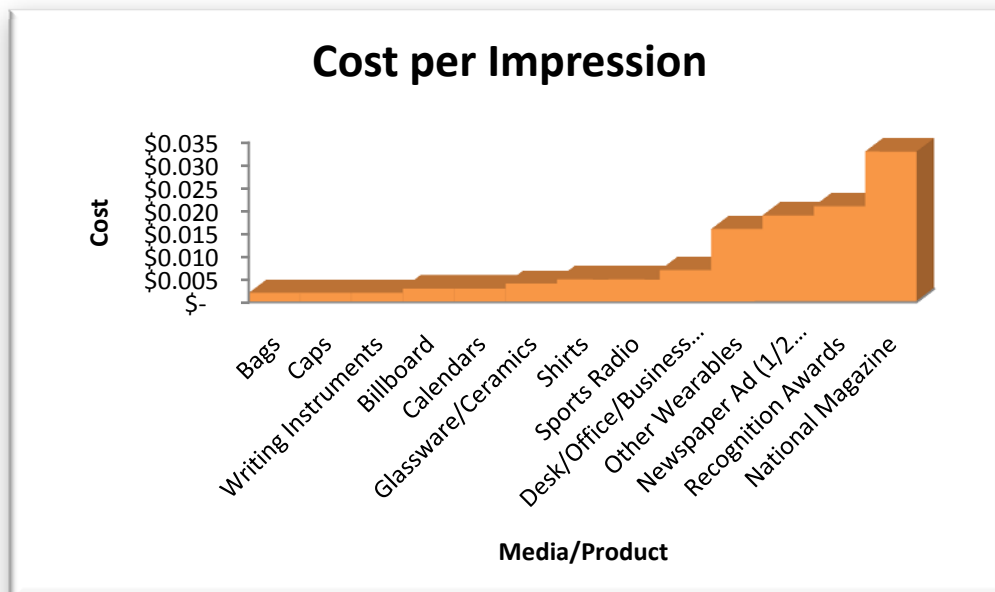
The Cost Of Promotional Marketing

If you spend \$1000 on an ad and 100,000 people see it, the cost per impression (the number of “looks”, also known as CPI) is about a penny. Most promotional products are less than a penny per impression.

Media	Cost per Impression (CPI)
Prime Time TV	\$0.019
Syndicated (Day) TV	\$0.006
Cable TV	\$0.007
National Magazine	\$0.033
Newspaper ad (1/2 page BW)	\$0.019
Billboard (city/national)	\$0.003

Unlike a traditional advertisement, the impressions from promotional products are ongoing. If you put an ad in a traditional marketing circular, it gets read by the audience and if they happen to be looking for your product or service at that time, you could get a hit. If not, the circular goes into the trash and you have to wait until the next issue to put in your ad again, at another cost. Promotional products stay in view, on average, for four to six months and are used an average of four to nine times per month. This means that the number of opportunities for a favorable impression can be in the hundreds per month with a single investment of dollars.

	Total Impressions	Avg. Cost	CPI
TOTAL			\$0.004
Caps	3380	\$ 6.00	\$0.002
Bags	8927	\$ 5.00	\$0.002
Writing Instruments	1561	\$ 3.00	\$0.002
Calendars	1725	\$ 5.00	\$0.003
Glassware/Ceramics	1782	\$ 8.00	\$0.004
Shirts	2482	\$ 13.00	\$0.005
Other	1498	\$ 8.00	\$0.005
Desk/Office/Business Accessories	1676	\$ 12.00	\$0.007
Other Wearables	557	\$ 9.00	\$0.016
Recognition-Awards	1635	\$ 35.00	\$0.021



So Why Promotional Products?

- They're economical
- The products are useful
- It's fun
- Your customers remember you
- Prospects are more likely to buy from you
- You make an impact for less money invested
- You create a favorable impression

So feel free to browse our [online catalog](#) to see what's available to fit your needs and budget. Or better yet, [contact us](#) and we'll be happy to customize a strategic promotional products campaign just for you.



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