**Promotional Products in Advertising**

Student’s Name

University of Arizona Global Campus

Course Name and Number

Instructor's Name

Due Date

**Promotional Products in Advertising**

**Description and Examples of Promotional Products**

Promotional products are tangible items imprinted with a company's name, logo, or message, distributed to increase brand recognition (Arens & Weigold, 2022). They range from everyday essentials like pens and mugs to specialized items like USB drives and tote bags. For instance, I received a reusable tote bag from a local grocery store promoting eco-friendly shopping and a USB drive from a tech company at a conference featuring their branding.

**Benefits to Companies**

Promotional products offer several advantages. They provide a cost-effective method of increasing brand recall, as 87% of recipients reportedly keep these items for over a year, amplifying exposure (Larson, 2014). Additionally, 79% of consumers indicated a likelihood of doing business with the company again after receiving a branded gift, showcasing their role in customer retention (Larson, 2014). When used strategically, these products yield a higher investment return than traditional advertising mediums like radio and print.

**Impact on Brand Image**

Promotional products help change consumers' perceptions. According to BPMA research, branded merchandise enhanced customer attitude toward a company, with 56% of consumers benefiting (Larson, 2014). Products that are useful and oriented toward the customer's requirements lead to the development of goodwill and customer loyalty. In addition, they are long-lasting, making them helpful in maintaining brand recognition; some are reused for up to four years (Larson, 2014).

**Target Audiences**

Promotional products target diverse audiences, including existing and potential customers, event attendees, employees, and general consumers. Items like branded pens, tote bags, or mugs create brand awareness, strengthen loyalty, and engage new customers. For example, 79% of recipients are more likely to do business with a company again after receiving promotional items, highlighting their effectiveness (Larson, 2014).

**Personal Influence**

Promotional items have influenced my purchasing habits (Arens & Weigold, 2022). For example, the grocery store’s tote bag motivated me to shop there more often, aligning with my environmental values. Similarly, the USB drive enhanced my awareness of the tech company’s services, creating a favorable impression of their brand. Promotional products remain a powerful marketing tool, enhancing brand visibility and creating positive customer experiences.

**References**

Arens, W., & Weigold, M. (2022). M: Advertising (4th ed.). McGraw Hill.

Larson, R. (2014, June 24). The power of promotional products for brand recognition. Brandwatch. <https://www.brandwatch.com/blog/promotional-products-brand-recognition/>