

MAKE AN IMPACT

Promo bags make a lasting impression



Promotional bags generate

3,300

impressions throughout their lifetime

Consumers are almost

2.5X

more likely to have a **positive** impression of promotional items

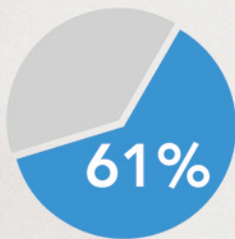


The cost per impression of promotional products can be as low as

1/10th

of a cent –lower than any other advertising medium

61% of consumers pass bags along to someone else.



Consumers keep bags based on

QUALITY
55%



UTILITY
53%



On average, bags are kept for

11 Months

Consumers under the age of 55

prefer promotional products over television, radio and newspapers



of U.S Households own promotional bags

Source: ASI Global Advertising Specialties Impressions Study 2019