

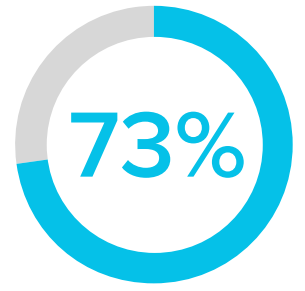
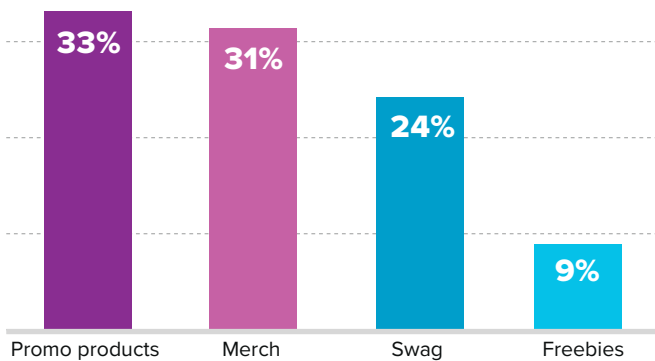
Advertising & Marketing

ASI Research surveyed promotional products end-buyers working in five top industries throughout the United States. Here are the key findings for the advertising and marketing sector.



of advertising and marketing end-buyers view promotional products and apparel as an effective medium for improving brand awareness, more than other markets surveyed.

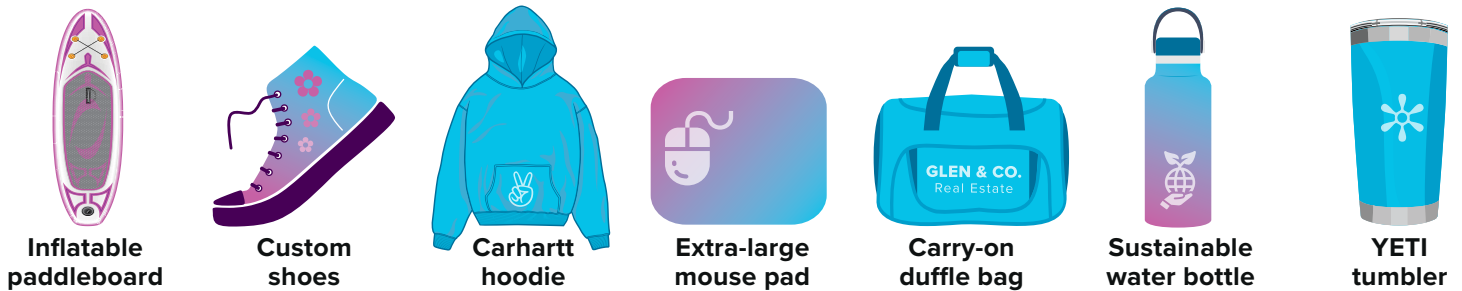
Preferred Term Used by Advertising and Marketing End-Buyers



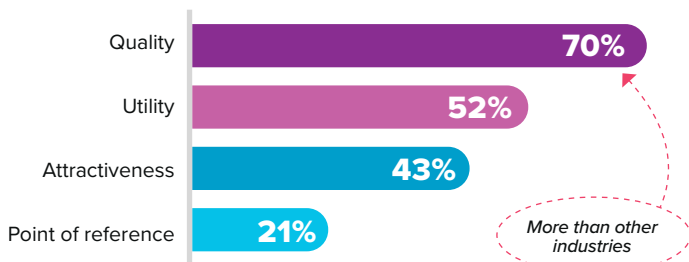
of advertising and marketing end-buyers would have a more positive view of an advertiser if they received brand name promotional apparel from them.

Favorite Promo Items

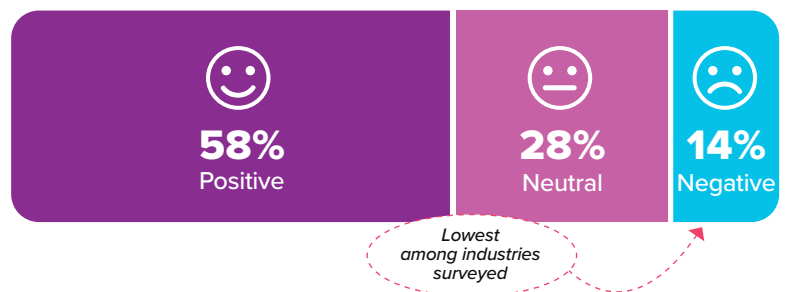
Some of the best promotional products that advertising and marketing end-buyers have ever received include:



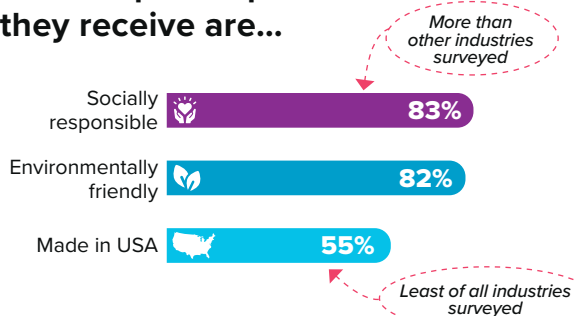
Why do advertising and marketing end-buyers keep promo items?



How do advertising and marketing end-buyers view artificial intelligence?



Advertising and marketing end-buyers say it's important that the promo products they receive are...



NEARLY HALF

(46%) of advertising and marketing end-buyers believe AI will significantly affect their day-to-day lives during the next three years, more than other industries surveyed.



7 in 10

advertising and marketing end-buyers have purchased promo products or apparel from an e-commerce site.