



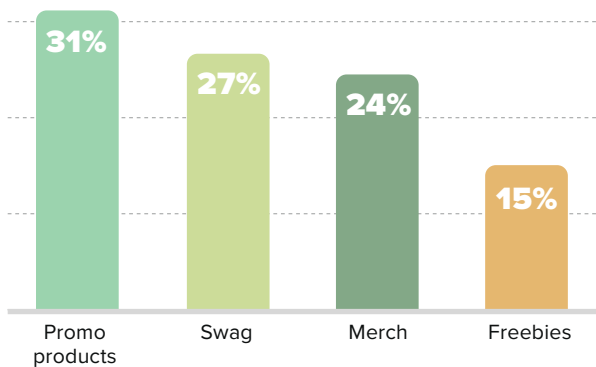
# South

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



of **Southern** end-buyers view **promotional products** and **apparel** as an effective medium for **improving brand awareness**.

## Preferred Term Used by Southern End-Buyers

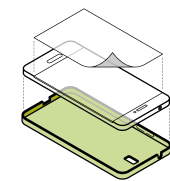


## Three-quarters

of **Southern** end-buyers would more **positively** view an advertiser if they received **brand name promotional apparel** from them.

## Favorite Promo Items

Some of the best promotional products that Southern end-buyers have ever received include:



Phone protector



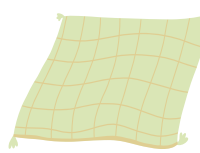
Toiletry kit



Polo shirt



Kitchen tools



Picnic blanket

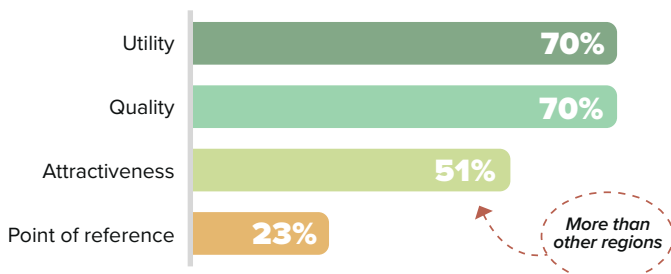


Rain gauge

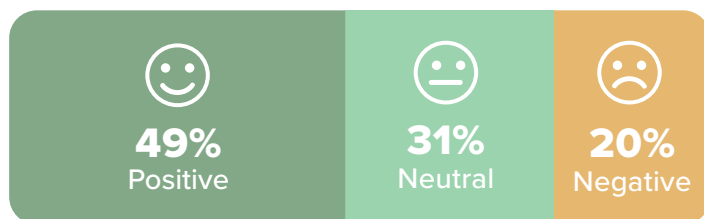


Large insulated tumbler

## Why do Southern end-buyers keep promo items?



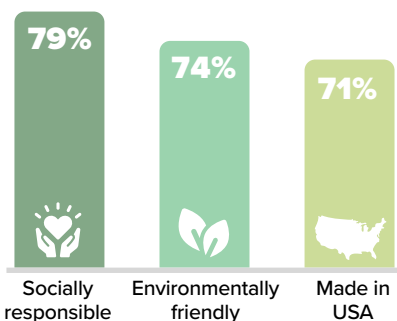
## How do Southern end-buyers view artificial intelligence?



77%

of **Southern** end-buyers have purchased **promo products** or apparel from an **e-commerce site**.

## Southern end-buyers say it's important that the promo products they receive are...



3 in 10

**Southern** end-buyers believe **AI** will **significantly** affect their **day-to-day** lives during the next three years.