

# When it RAINS...it POURS POTENTIAL

Promotional products bring possibilities, regardless of the weather.

Did you know that **36%** of consumers who receive an **umbrella** are more likely to do business with the advertiser?

**46%** of consumers would feel more favorable about an **environmentally friendly** promo product from an advertiser.



Drinkware generates **3,162** impressions over its lifetime.



Desk accessories generate **2,314** impressions over their lifetime.

The **#1** most influential promo product among men and women is **outerwear**.



**56%** of consumers would keep and wear a **promo cap** for 1 year or longer.



Source: ASI 2023 Ad Impressions Study

