



ALLBRANDED MONITOR

PROMOTIONAL ITEMS IN COMPANIES & ORGANISATIONS

Research by:

Olivia Großpietsch

Online Marketing Manager DACH

Alexandra Doroftei

Online Marketing Manager UK

Catherine Ducret

Online Marketing Manager FR

Maureen Maertzke

Online Marketing Manager USA



Structure

Click on titles or page numbers to navigate to each section.

In This White Paper	3
Spending on Promotional Products	4
Importance of Promotional Items	5
Occasions for Promotional Products	7
Characteristics Promotional Items Should Have	8
Promotional Items in the Future	9
The Effect of the COVID-19 Pandemic	10
The Importance of Sustainability	11
Summary	12
About allbranded	12



In This White Paper

This white paper provides an analysis of the survey conducted in March and April 2022 by allbranded, a company that provides an online-marketplace for promotional items. The survey included questions about how companies and organisations incorporate promotional products in their business and what requirements they look for when choosing their items.

The main goal of this white paper is to understand how companies and organisations rely on and use promotional items in their overall marketing strategy. The results of the survey will be interpreted to see what type of importance promotional products have in a B2B environment.

The survey questionnaire consisted of 19 questions and was completed by decision-making individuals from 120 different companies and organisations based in Germany, Switzerland, Austria, France, and the UK. Out of the 120 participants, 96 respondents (80 percent) said they use promotional items in their business, whereas 24 (20 percent) do not.

Within the following pages, you will see the audience's answers as well as the company's interpretation of the most relevant questions. One takeaway you can expect is how much companies like and depend on promotional products as part of their long-term marketing strategy.

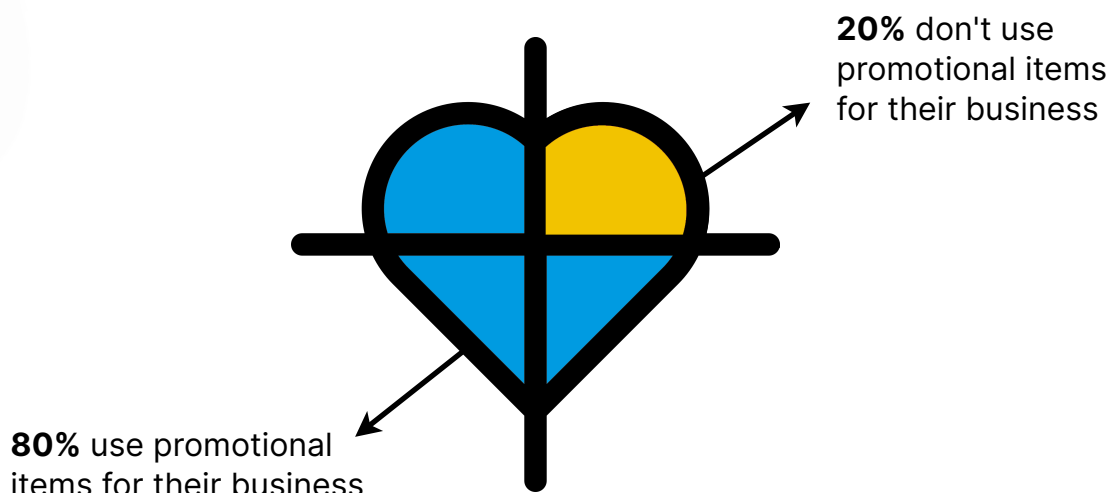


Figure 1. Usage of promotional items in companies and organisations



Spending on Promotional Products

The figure below shows that a little more than a third of the companies and organisations spent up to 5 percent of their yearly marketing budget on promotional items.

Even though this might seem like a very small amount, it clearly shows that, to this day, branded merchandise takes up a fixed amount of the budget. Taking into account that a company's marketing strategy involves so many other channels, such as SEM campaigns which are significantly more expensive, the 5 percent is rather satisfactory.

Furthermore, paid campaigns need to be regularly maintained and therefore, require a constant budget compared to the one-off bulk purchase of non-perishable merch that comes with the benefit of long-term advertising.

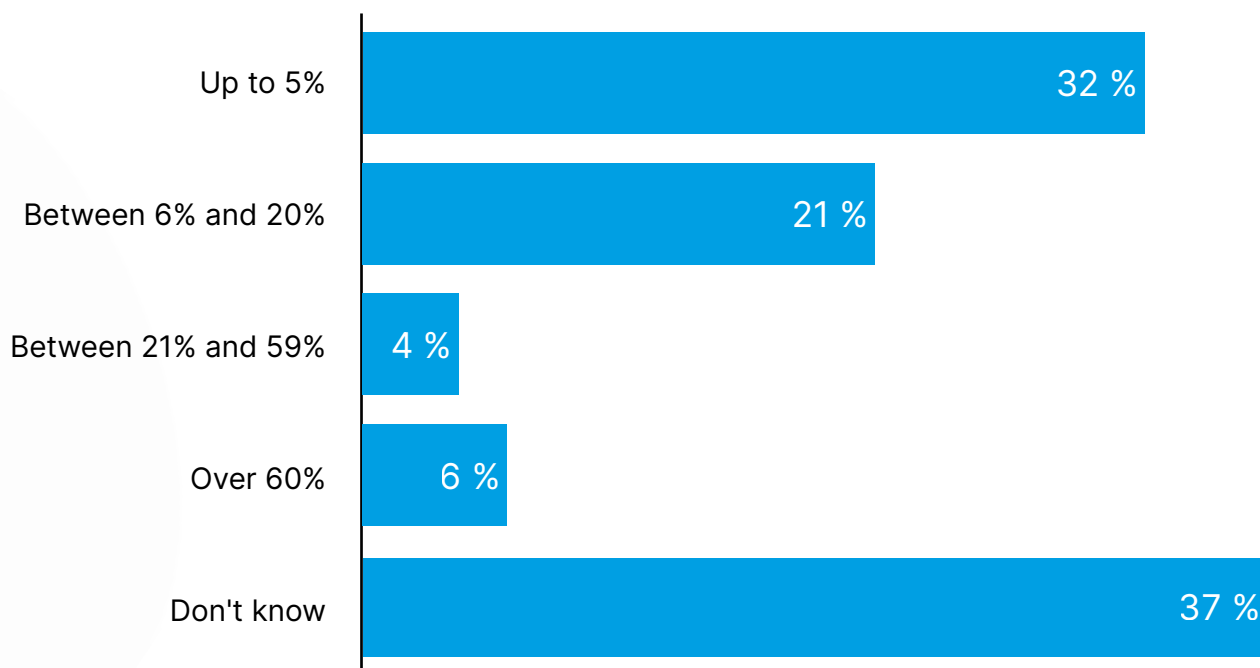


Figure 2. Percentage of the marketing budget spent on promotional items



Importance of Promotional Items

For this particular question, we asked respondents to rate the importance of marketing actions, and here is what they said. The given options respondents could choose from were podcasts, radio, social media, events, promotional items, newsletter, print, SEO & SEA, affiliate marketing, TV, and sponsorships.

The final results confirmed our initial thesis, as about 60 percent of the respondents placed promotional products in the TOP 3. What's more, about 22 percent of the total ranked merchandise as the number 1 marketing action in their business.

Yet, the majority rated, as expected, social media as being the most important tool nowadays for their brand. Another rather interesting insight was the fact that event marketing was also placed in the TOP 3 marketing actions. This naturally leads us to the conclusion that promotional items are not only used as company gifts for employees or clients. They can also be a vital part of a corporate event. Whether it's a small pouch with one item or a bag with a more consistent gift, these products will forever be a nice reminder of events.

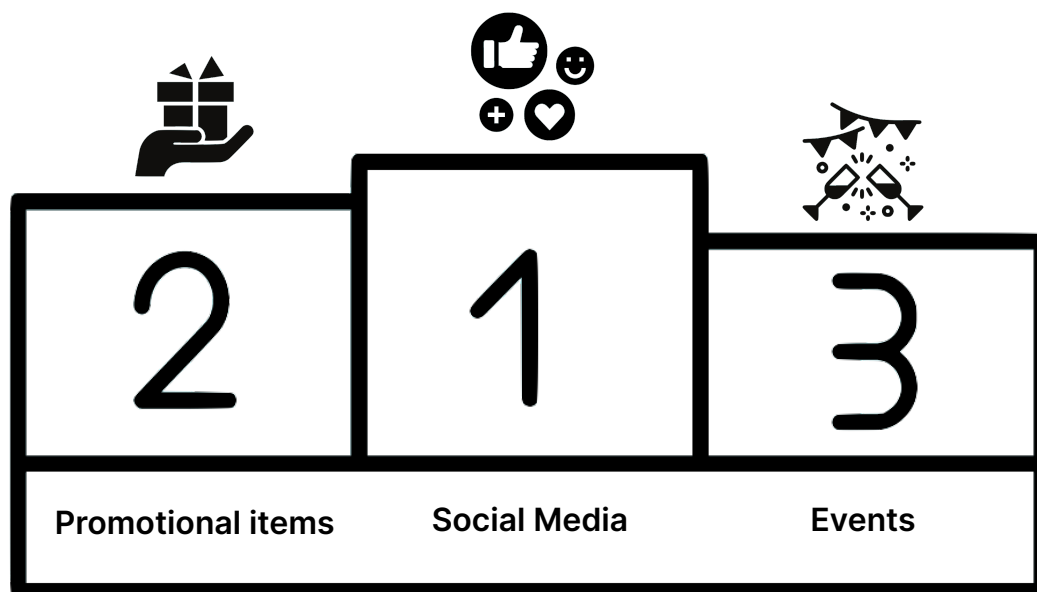


Figure 3. Importance of promotional items in comparison with other marketing actions

60% OF THE RESPONDENTS PLACED PROMOTIONAL ITEMS IN THEIR TOP 3 MOST EFFECTIVE MARKETING ACTIONS.



The next step was to find out why promotional items are one of the most frequently used marketing measures. Therefore, the respondents were asked to choose up to 5 reasons for using corporate gifts.

The analysis shows the following: 71 participants rated promotional items as the number one reason for the **increase in awareness**. This means that their brand's popularity will increase after giving away branded merchandise. Going further, about 56 respondents rated the **increase in sympathy** as second, showing that recipients of the gifts have created a stronger emotional attachment to the brand. In third place, we have **customer acquisition** with 46 votes, which means that it is possible to gain new customers after handing out promo products.

Rated fourth by our respondents was strengthening customer relationships with a little under 40 votes. Increasing brand loyalty and reputation for quality were placed in the fifth and sixth position. The last 4 options were unique personalised advertising, employee satisfaction, low-cost marketing, and competitive advantage.

In summary, the results show that the main intention behind buying promo items is to increase brand awareness for new and existing customers. Promotional products are a long-lasting advertising method. They work so well in terms of awareness in comparison to other actions because the attention span is almost excluded here as customers keep using promotional items over and over again. Additionally, corporate gifts belong to one of the advertising media that customers actually want to have and see.



Figure 4. Reasons for using promotional items for businesses



PROMOTIONAL ITEMS HELP TO INCREASE AWARENESS,
BECAUSE PEOPLE **KEEP THEM LONGER** AS OPPOSED TO
OTHERS FORMS OF ADVERTISING.



Occasions for Promotional Products

Although there are numerous occasions throughout the year, around 46 percent of the respondents choose to buy branded merchandise for seasonal events such as Christmas, Easter, New Year's Eve, and other national holidays.

Rated as the second most important occasion and scoring 31 percent of the total answers, we have a tie between corporate events and festivals & concerts. Of course, very different promotional products are needed for these two types of events. For corporate events, people are usually looking for water bottles, pens, notebooks, tote bags as well as a larger collection of small items. (Town-) Festivals and concerts, on the other hand, are usually the time when wristbands, bracelets, and lanyards are in high demand.

Rated just below, in fourth place with 30 percent, we find trade shows, conferences, seminars, and congresses. All of these occasions seem to be equally important and happen rather frequently throughout the year. Last but not least, 17 percent of the total is the reward for performance. Meaning that employees could receive some rather nice company gifts as a thank you for their outstanding work.

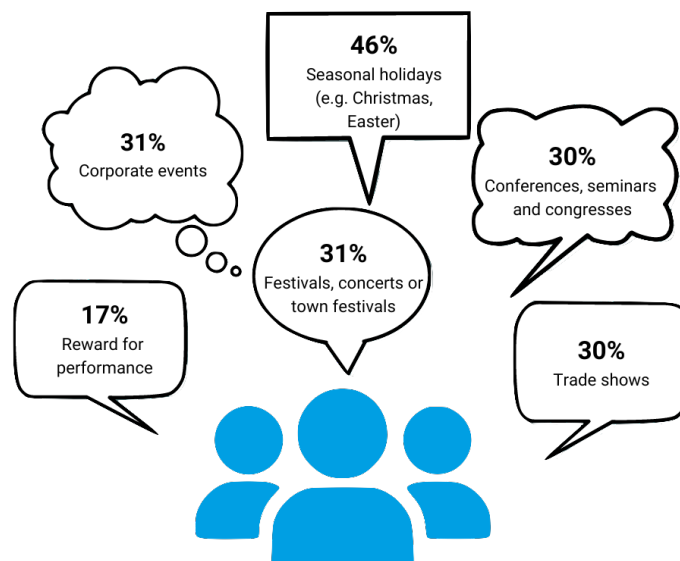


Figure 5. Occasions for the use of promotional items in companies and organisations

MOST OF THE COMPANIES & ORGANISATIONS USE PROMOTIONAL ITEMS BECAUSE OF SEASONAL HOLIDAYS, (TOWN) FESTIVALS, CONCERTS AND CORPORATE EVENTS.



Characteristics Promotional Items Should Have

Buying promotional products is no easy task, which is why companies and organisations need to make sure the products fulfill their criteria lists.

As seen in the graph below, the price-quality ratio is the most important attribute when buying promotional items. Finding a high-quality item at an affordable price is essential when large quantities of a product are ordered. The design of the company gifts also seems to play an influential role during the selection process. Having a clearly recognisable logo and a sleek design seems to be important to the respondents.

Other characteristics, such as the reference to the company, usability, sustainability, and short delivery time also seem to be taken into account when shopping for branded merchandise. These features are rather understandable.

Last but not least, the trendiness, the ease of use, and whether or not it is locally manufactured or a famous brand, don't seem to be that important when choosing merch for the company gifts.

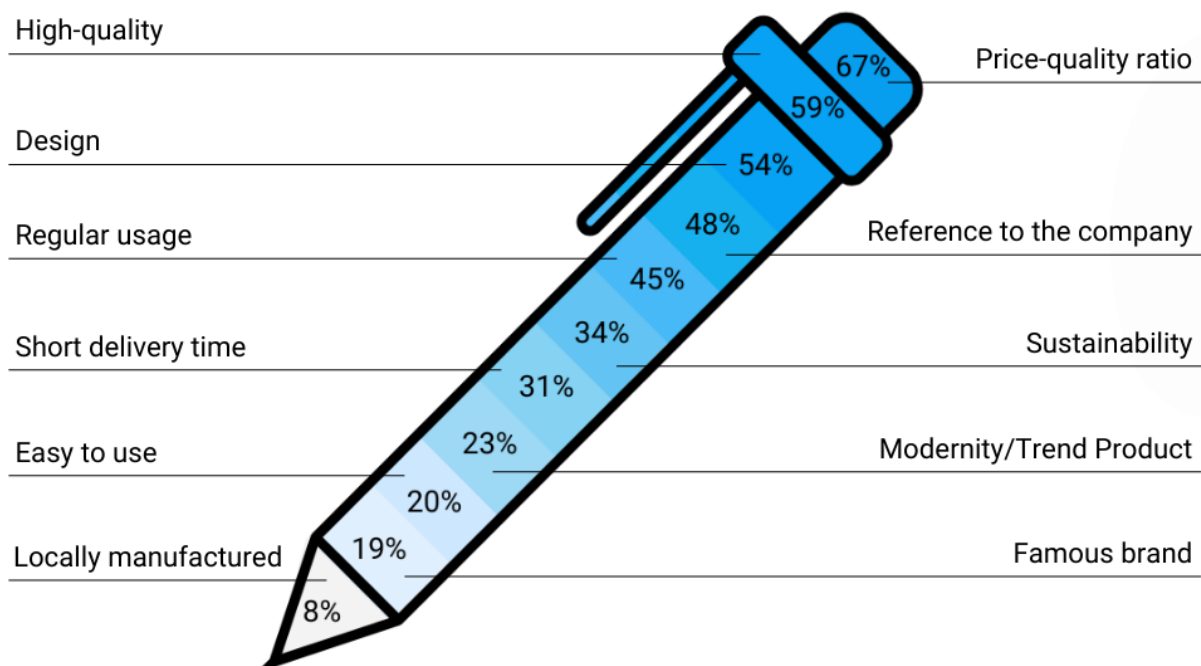


Figure 6. Characteristics of what the perfect promotional item should have



Promotional Items in the Future

Although forecasting is not an exact science, when asked about future spending over the next three years, 8 out of 10 respondents believe that their spending on promotional items will either remain the same or increase.

Only 16 percent of the participants project that the spending will decrease or drop sharply in the next three years.

As a result, this particular question shows that corporate gifts are still one of the most important marketing measures and will continue to be so in the near future.

In this era of e-commerce and technology, it's becoming increasingly important to stand out by reaching the customers and employees, both online and offline, via online activities and meaningful gifts respectively.



Figure 7. Respondents projecting that their spending on corporate gifts will increase or stay the same



8 OF 10 PARTICIPANTS SAY THAT THEIR SPENDING ON PROMOTIONAL ITEMS WILL BE THE SAME OR EVEN INCREASE OVER THE NEXT 3 YEARS.

Additionally, the according respondents were asked why is it they think the promotional item spending will increase. About 31 percent of them said that spending will increase thanks to the growth of the market and that of the company, which will result in a natural increase. About 25 percent of them said they intend to buy more as they wish to participate in and host more events, trade fairs, and conferences, hence they would need more branded merchandise. At the same time, also 25 percent of the respondents predicted a high amount of customers and a higher demand for their products or services, which means they can afford a bigger budget in the near future.

Last but not least, 18 percent of the participants forecasted a successful next few years, therefore resulting in a higher turnover, which means a larger budget for company gifts. All in all, regardless of the reason, the money spent on promotional products is expected to increase over the next three years.



The Effect of the COVID-19 Pandemic

The COVID-19 pandemic has shed a bright light on the importance of technology over the last few years. Many companies have profited from the pandemic, while others have counted their losses and some did not feel a thing. But what impact did the virus have on the use of promotional products in businesses?

Most of the participants did not see a change at all. Around 66 percent of the companies and organisations surveyed state that promotional items are just as important as before.

Only 15 percent of the respondents stated that promotional products were more important before the COVID-19 pandemic than now.

To summarise, the results clearly show that giveaways did not lose their importance throughout the lockdown. Many companies and organisations actually view them as an opportunity to maintain or even strengthen their business relationships. Furthermore, companies are increasingly ordering promotional items for hygiene and health in their offices. Masks and disinfectants have become essential promotional items and are more popular than ever.

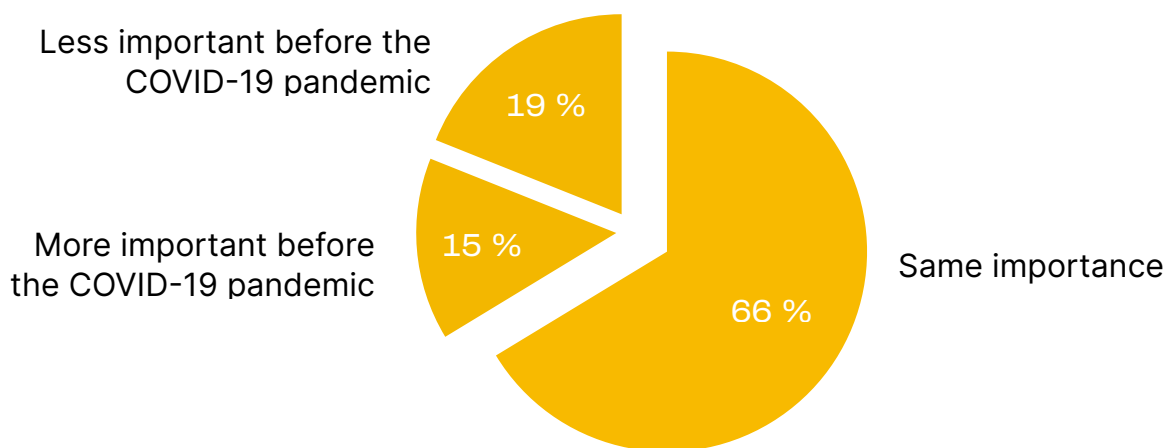


Figure 8. Importance of promotional items before and after the COVID-19 pandemic

66% OF THE RESPONDENTS HAVE STATED THAT PROMOTIONAL ITEMS ARE JUST AS IMPORTANT AFTER THE COVID-19 PANDEMIC.



The Importance of Sustainability

Over the last couple of years, it became increasingly clear that the ongoing environmental issues are very real and getting worse if we don't take drastic measures. While many companies are trying to minimise their carbon footprint, others do not attach so much importance to this subject. In the selection of products and services as well as in production or in shipping, shopping sustainably can actually make a difference. This is why we have asked our respondents to rate the importance of sustainable promotional products for their target audience.

On a scale from 1 to 5 (where 1 is least important and 5 is most important), the average answer is about 3.5. This shows that eco-friendliness is becoming increasingly important for everyone. It seems, more often than not, companies and organisations are willing to pay a higher price for products made from recycled materials or eco-friendly materials such as bamboo.

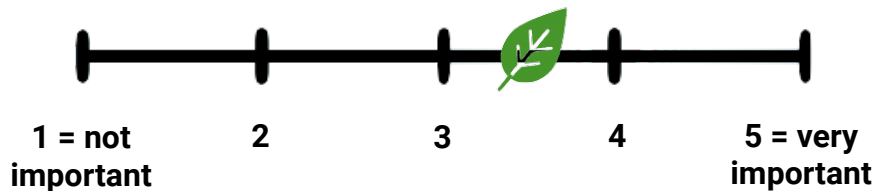


Figure 9. Importance of sustainable items for the target audience

Nevertheless, the general opinion about sustainable items is changing - they are no longer a luxury, but an affordable commodity. Many business sectors have realised this, which is why eco-friendly promotional products are being bought more and more in recent years.

The above-mentioned ideas are supported by the fact that in 2021, our eco-friendly products were among the most popular corporate giveaways.

**FOR MOST OF THE COMPANIES AND ORGANISATIONS
SUSTAINABLE PRODUCTS ARE IMPORTANT FOR
THEIR TARGET AUDIENCE.**



Summary

If the COVID-19 pandemic has taught businesses anything, it is that being adaptable and having an online presence is everything these days. However, the survey answers have shown that it is vital to keep your brand top of mind all year round by a healthy combination of online and offline resources.

The influence of technology seems to have left a mark on absolutely all industries and has forced businesses to be more present, responsive, adaptable, and socially responsible. The survey answers have clearly shown that the industry of promotional products makes no exception. Although B2B is a niche that sometimes works with very different standards, it is still vital to keep up with the trends, take responsibility for mistakes, value sustainability, and adapt when needed. This survey has helped us gain a better understanding of what the market wanted, what we have been doing right as well as what we can improve in the future.

To summarise, it is crystal clear that corporate branded merchandise has not been forgotten throughout the pandemic. On the contrary, it was used as a method of reminding customers and employees that the company stands with them.

About allbranded

allbranded is a B2B company and marketplace for personalised promotional items. The allbranded online shop has more than 50,000 items that can be quickly customised with your logo, motif, or slogan.

The innovation consists in the fact that you no longer need to call us and wait for a sales assistant to guide you. You can simply browse the website and shop online by yourself as every process is well explained on the website. The actual customisation is done at the end after you've uploaded your logo at the checkout. This quick and easy customisation process saves you time and money and you can keep an eye on your products every step of the way.

In 2011, CEO Arne Schubert founded this firm in Hamburg, Germany, and allbranded now has 3 main headquarters; Hamburg, London, and Miami. What initially started as a small start-up, is now one of the leading providers of promotional items. allbranded now operates in 9 different countries; USA, Germany, Austria, Switzerland, UK, Ireland, France, Spain, and Sweden where it can cater to some of the most pretentious corporate needs.

Thanks to the team's outstanding digital knowledge and technical know-how, the online shop is constantly optimised with new user-friendly features. New visitors can see for themselves by simply browsing our website for a moment or visiting our blog section for inspiration.



Some of the most reputable companies have partnered with us, including Gymshark, adidas, Ikea, Daimler, Samsung, Opodo, and others. They have chosen to shop with us and brand our promotional items with their logo. This is a testament to the high-quality services we offer.

