

**STAPLES**

Promotional Products

# Stretch your advertising dollars.

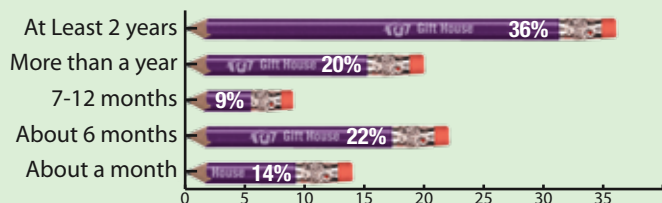
Promotional products have been proven to be more cost effective than other advertising mediums, making them a great business investment. Compared to print, TV, and other advertising methods, promotional products **cost less** per recipient, build a **strong brand relationship**, and lead to **repeat exposure** of your brand message.

Among their many cost-saving benefits, promotional products are:

- **Personal and unique** – gifts specially chosen for the customer help create a lasting impression that will gain loyalty and help reduce future marketing expense
- **Long-lasting** – items like calendars and notepads can last months – even years – giving you a high return on a one-time investment
- **Versatile** – promotional products appeal to a wide variety of customers and industries, eliminating the need for multiple marketing campaigns

## Gives your brand staying power

Promotional Products are generally kept at least 2 years, giving your message repeat exposure over a longer period of time.



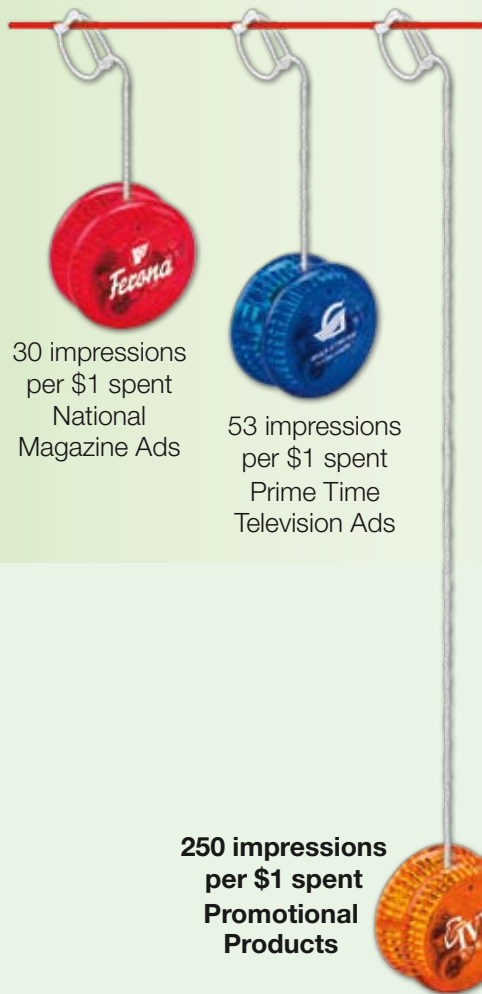
**Your brand gets remembered source:** Promotional Products Association International. Participants: 536 respondents at Dallas Fort Worth Int'l Airport

**Gives your brand staying power source:** Promotional Products Association International. Participants: 536 respondents at Dallas Fort Worth Int'l Airport

**Get more, spend less source:** Advertising Specialties Institute. Participants: 600 professionals [http://www.brandweek.com/bw/content\\_display/news-and-features/promotion/e3if0819d6add2a0fe3b7a46b87f92137f](http://www.brandweek.com/bw/content_display/news-and-features/promotion/e3if0819d6add2a0fe3b7a46b87f92137f)

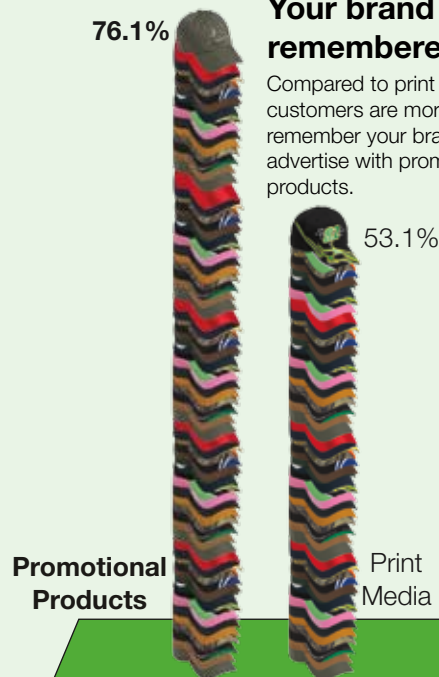
## Get more, spend less

In media measurement, the greater the frequency of exposure, the lower the cost of impression.



## Your brand gets remembered!

Compared to print media, customers are more likely to remember your brand when you advertise with promotional products.



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