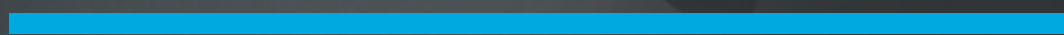


INSIGHT REPORT | 2021

PROMOTIONAL MERCHANDISE MATTERS



INSIGHT REPORT | 2021

PROMOTIONAL MERCHANDISE MATTERS

WHY MERCHANDISE?

Promotional merchandise is the perfect way to convey your brand or message in a long lasting, memorable way.

As one of the oldest forms of advertising, promotional merchandise plays an integral part in marketing communications - helping put your brand front and centre in your customer's mind. From the latest eco bottle to a hand finished notebook for a meet and greet to remember, promotional merchandise conveys your brand straight into your customers' hands.

In our latest insight report, we cover 5 key insights on why merchandise matters and it's effectiveness.

BUY FROM A BPMA MEMBER

Every BPMA member is accredited and verified by the British Promotional Merchandise Association. If you would like more advice on effective buying, please contact us on +44 (0) 1372 371184 or email enquiries@bpma.co.uk





bpma

british promotional
merchandise association

INSIGHT #1

BUILDING BRAND TRUST

After the pandemic, brands will be focused on their positioning to accommodate changing customer values. With many business priorities and other disruptions, connecting with customers in a long lasting and meaningful way will be a critical factor in building brand trust.

Did you know customers who receive branded premiums and merchandise can increase brand awareness by +96%, driving a far higher propensity to purchase?



INSIGHT #2

KEEP AHEAD OF THE COMPETITION

Knowing that 70% of your competitors are likely to be prioritising retention in their marketing strategies in 2021, reminding customers of their relationship with your business is just the ticket to stay ahead of the game.

Did you know customers who receive branded merchandise are 75% more likely to buy from you again?



INSIGHT #3 ADVOCACY IS JUST A GIFT AWAY

Our research shows over 75% of consumers receiving a branded item from a brand they trust will prompt future purchases and importantly 80% are more likely to make recommendations to others about your brand or service. Branded merchandise also cements more engaged brand behaviours when these noticeable touches are employed.

INSIGHT #4

IT'S ALL ABOUT ME

We all have those moments when we wonder if the brand really understands what we're about and when a brand delivers, we remember. Those well thought through branded items that hit the delight and surprise button are more likely to be retained and shown to others. Listed in the top 3 reasons to accept a branded message will be it's relevance to them and belief the brand has understood them as an individual, how useful the item is to a personal need plus it's reusability and recyclability.

Did you know 40% of consumers will be actively looking for the brands they engage with to link with reusable and recyclable solutions when it comes to merchandise they receive? Simple additions such as instructions on how to recycle will positively enhance your brand positioning and delight your customer.



INSIGHT #5

BRILLIANT BRAND BUILDING

bpma

We know from Advertising Association research £1 spent on advertising will deliver £3 profit over time and from every £1 spent, there is a £6 uplift in the UK's GDP. Pretty impressive figures and great if you have huge advertising budgets however if you're an SME looking for the same brand building impact, it's great to know £1 spent with an SME x8 as much as a larger business. When compared to other channels, cost per impression reduces. With 72% of consumers incentivised by branded goods, brand engagement increases and cost per impression reduces.

Employing brilliant brand building techniques with branded merchandise to engage customers beyond short term price points and offers is proven to drive extra share of voice, creating larger brand impacts when compared to other media.

INSIGHT REPORT | 2021

PROMOTIONAL MERCHANDISE MATTERS

BUILDING BRANDS

Our members have been helping thousands of brands and services through branded merchandise which works.

Are you ready to bring new effectiveness into your marketing campaigns?

FIND AN EXPERT TODAY

With experts on hand to help you with your next campaign, find your promotional merchandise partner through the BPMA's Accredited member programme at bpma.co.uk

BUY FROM A BPMA MEMBER

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