

bpmaresearch

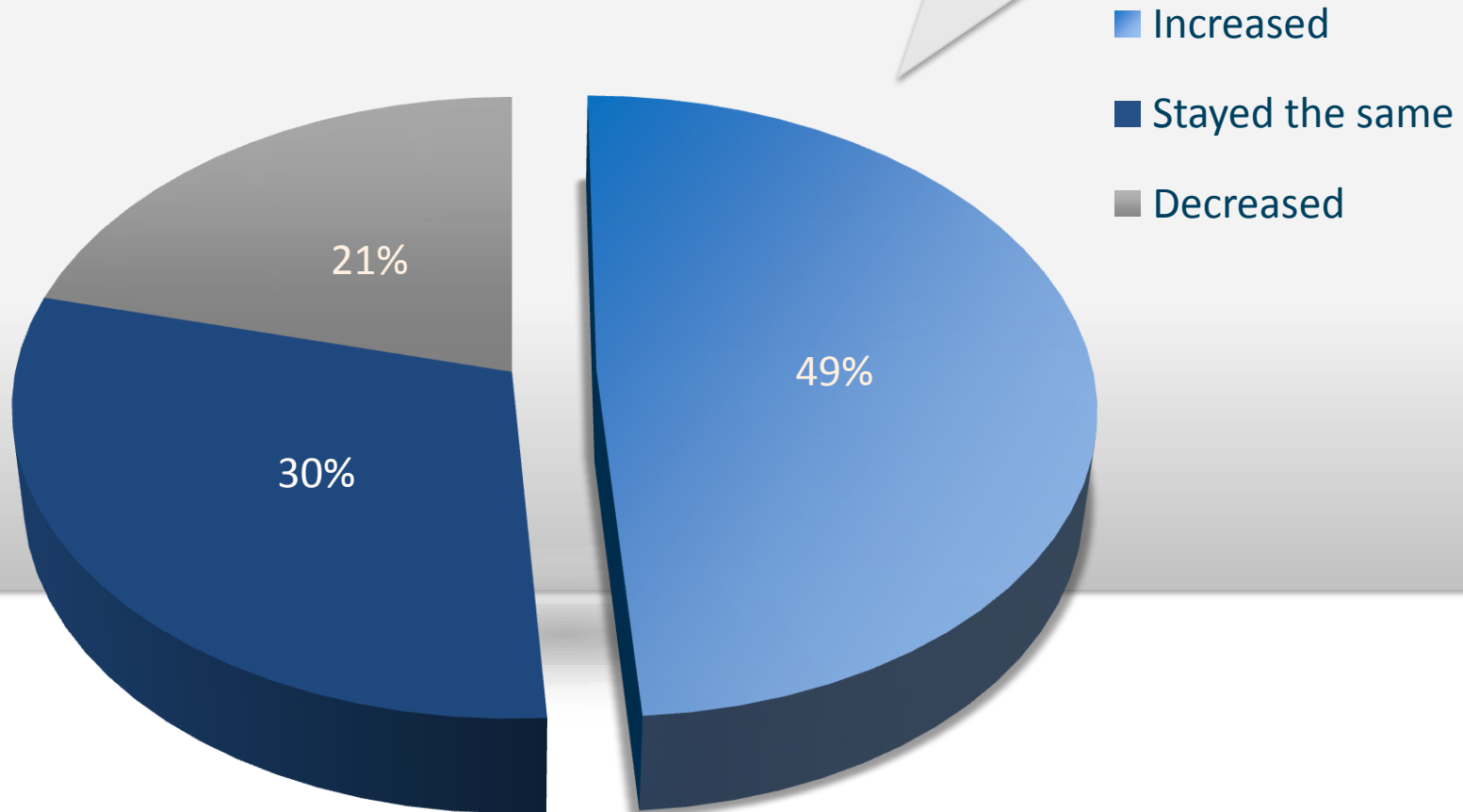
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- 1 The survey was commissioned by the BPMA and individual in depth interviews were carried out by an independent research agency in April and May 2012**
- 2 Sectors represented in the survey included finance and IT, retail, services, insurance, charity and education**
- 3 92 per cent of respondents were aged 25-44**

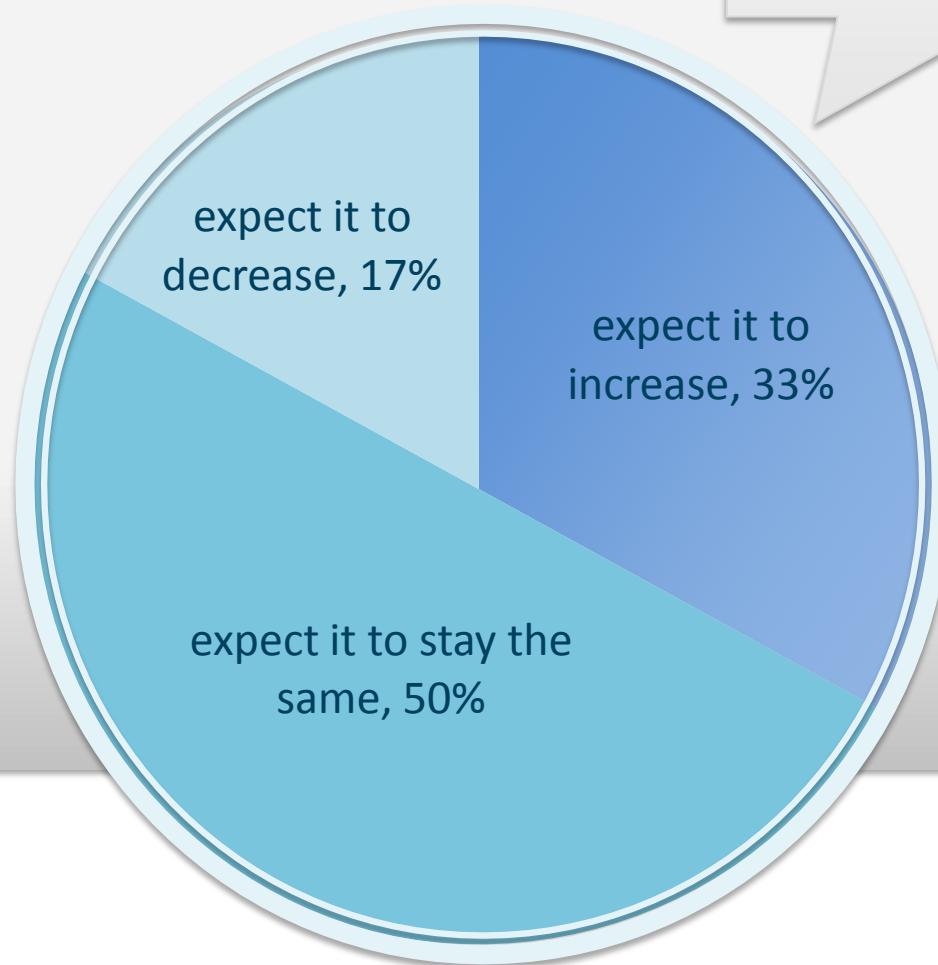
About the BPMA

Established in 1965, the British Promotional Merchandise Association (BPMA) is one of the UK's leading industry bodies dedicated to promoting best practice around the sourcing, manufacturing and distribution of promotional products. With more than 600 members, the BPMA is a creative and vibrant organisation setting the benchmark for expertise, quality and professionalism across the promotional marketing industry.

Spend change on promotional items since last year

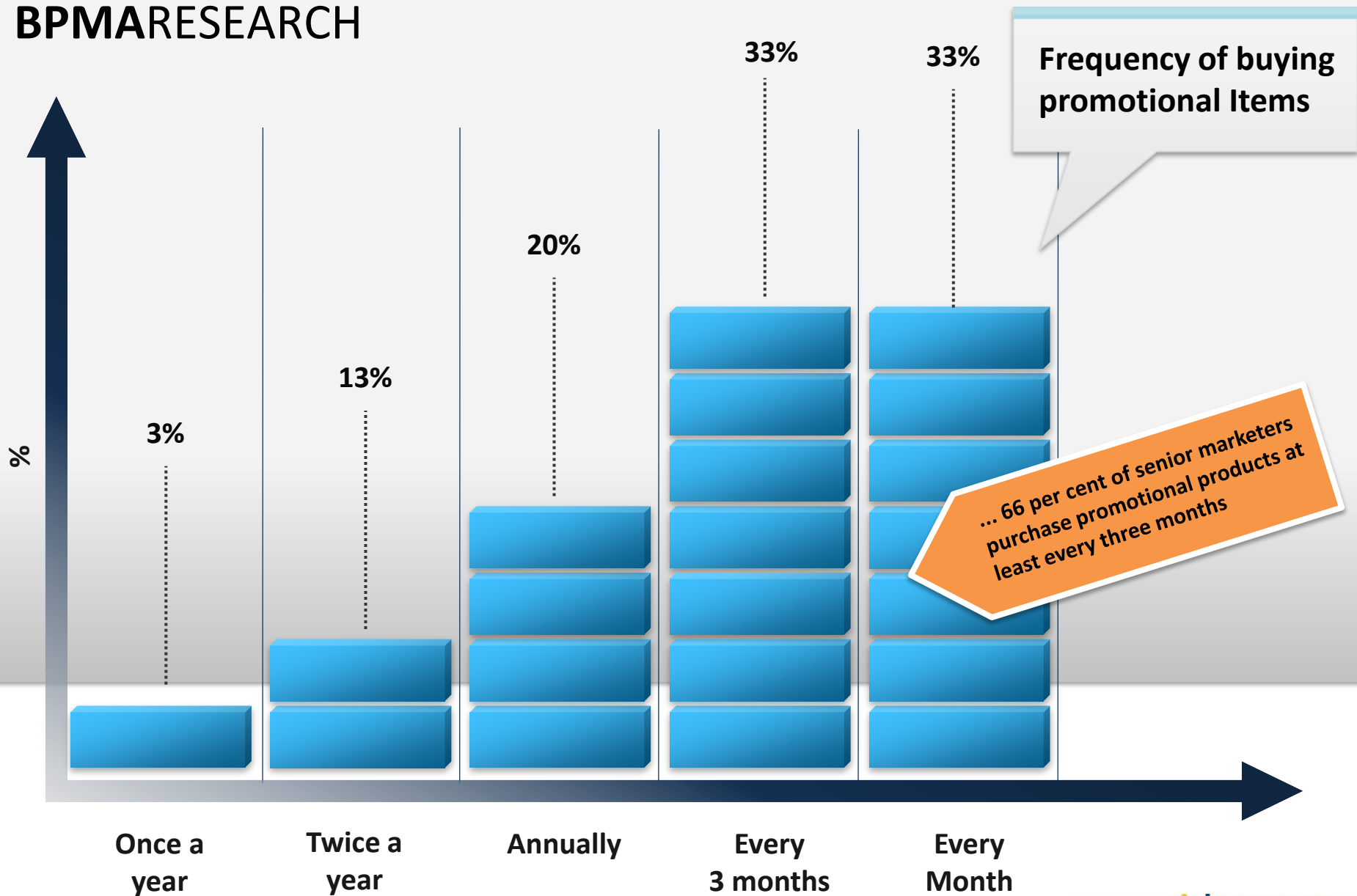


Spend change on promotional items from this year to next



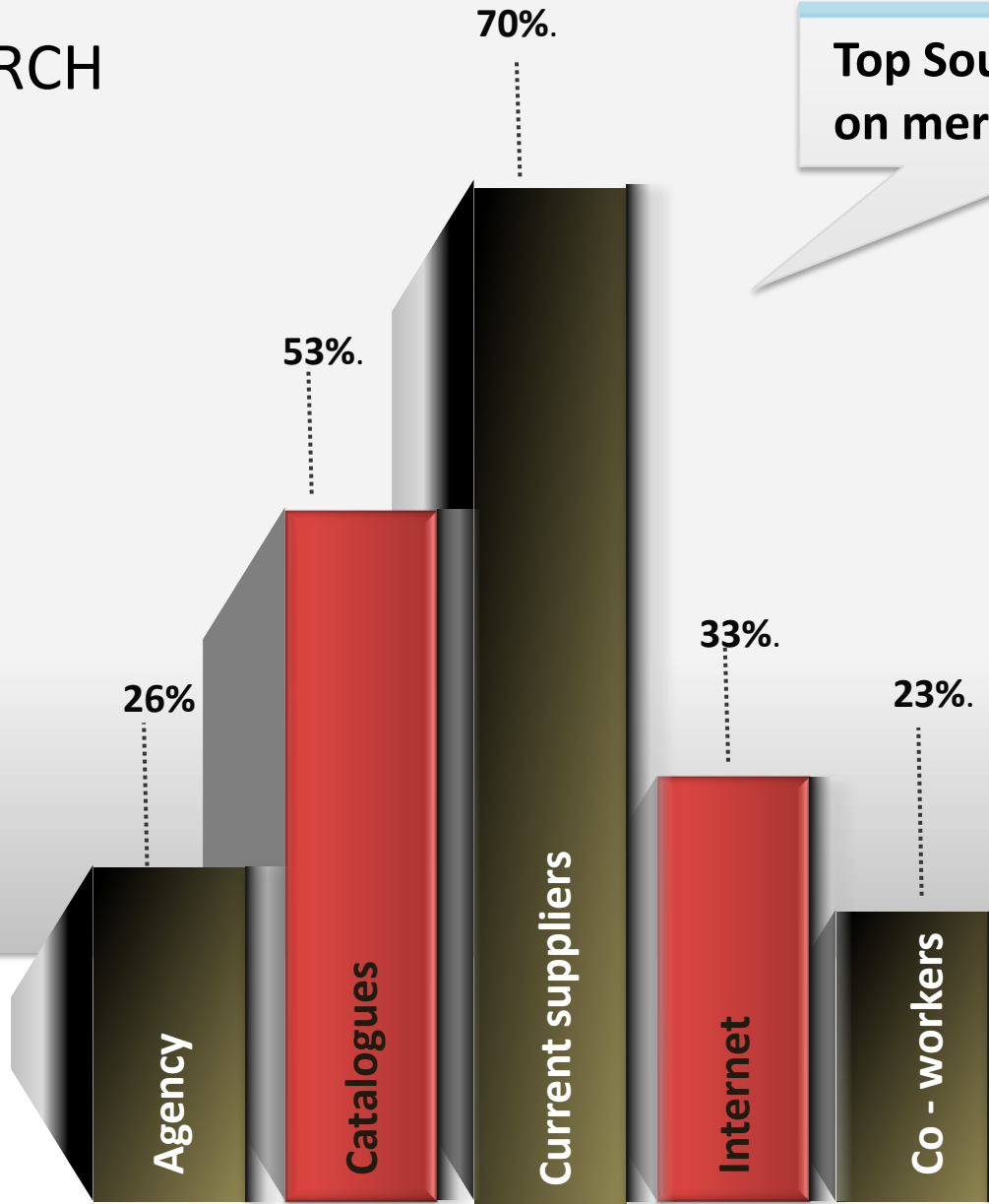
*multi answers possible

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*multi answers possible

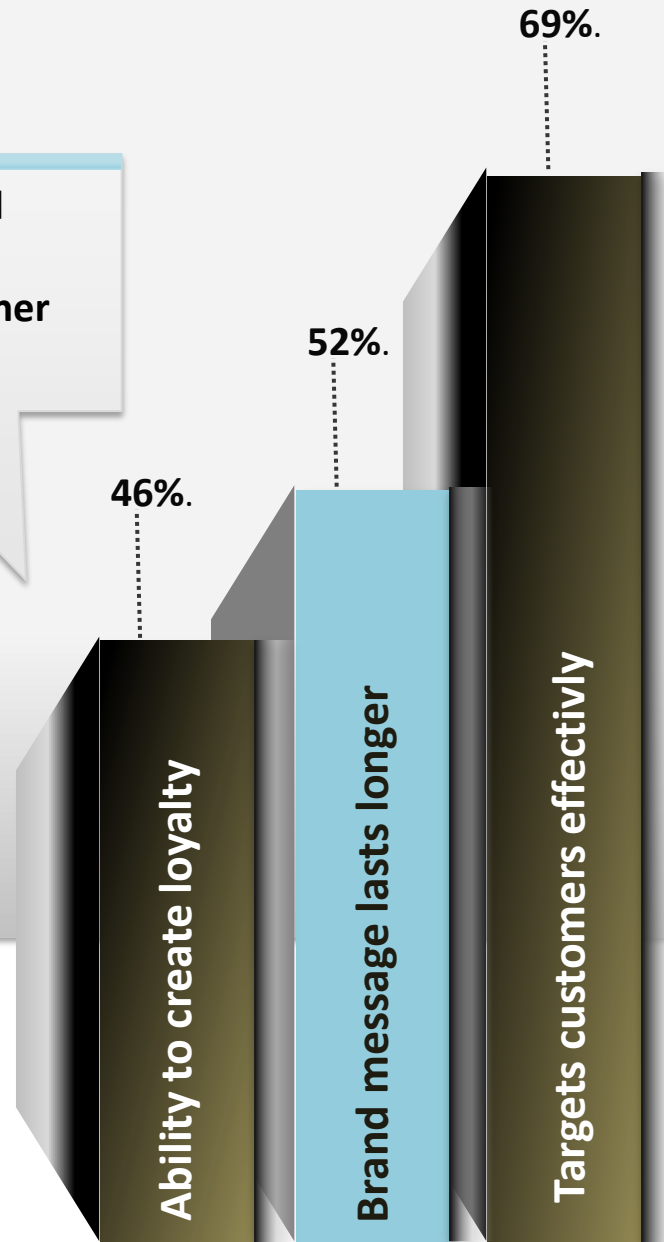
Top Sources of information on merchandise



*multi answers possible

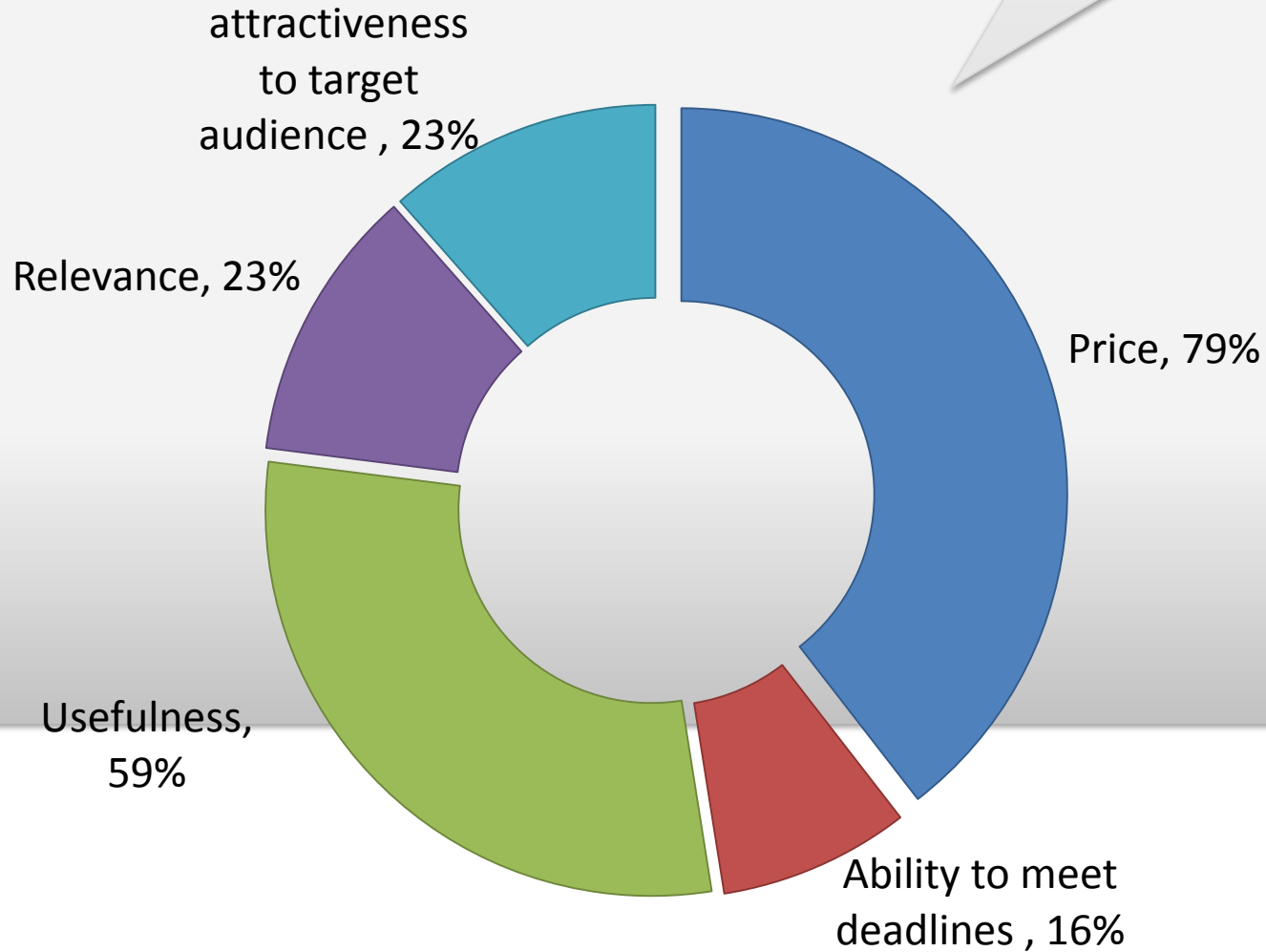
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Main reasons promotional items are used in sales /marketing campaigns rather than other incentives?



*multi answers possible

Key Influences on decision making for purchasing merchandise



*multi answers possible



Pens - 35%



Pads, notebooks & Post-its - 13%



Canvas shopping bags/Eco bags - 10%

*multi answers possible

*The above items received the most mentions as the top item purchased by buyer.

**How can I use
this research?**

- 1 Email your clients with the main findings.**
- 2 Upload to your Website.**
- 3 Presentations to clients & local businesses.**
- 4 Your email footer & blogs.**
- 5 Add to blogs & social media.**