

Promotional Products' Impact On Brand/Company Image

An Experimental Study

Brand Image:

The impressions consumers have of a company extend well beyond the product or service the firm provides. Brand image is a mental image that reflects the way a brand is perceived, including all the identifying elements, the product or company personality, and the emotions and associations evoked in the consumer's mind.

Objective:

The study was designed to determine the impact promotional products have on recipients and its long-term effects.

Methodology:

This study was conducted by Georgia Southern University using an experimental design. The participants, who were students at the university, were divided into two groups. After completing a pre-test, the experimental group received an imprinted promotional product that reflected the company's image. The control group received nothing. A post-test survey, conducted approximately a month later, asked questions to determine the groups' image of the company. The results of this study are based on a sample size of 647 completed pre-test surveys and 538 completed post-test surveys. For the study, the researchers selected, as the test company, a restaurant located in a college town a few miles from a university campus.

Astute business people seek methods to

enhance brand image —

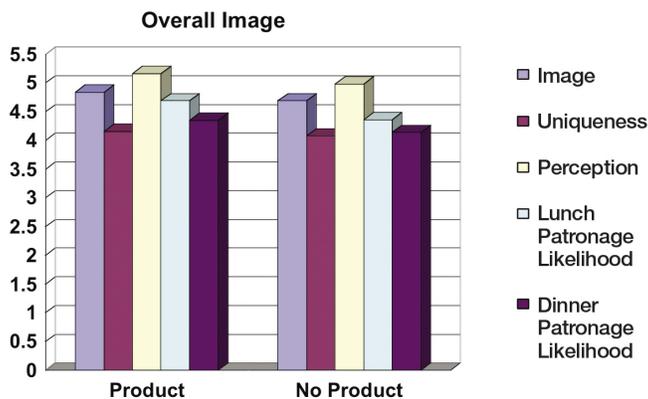
Promotional Products meet the challenge!

An experiment conducted by Georgia Southern University shows that recipients of promotional products have a significantly more positive image of a company than consumers who do not receive promotional products.



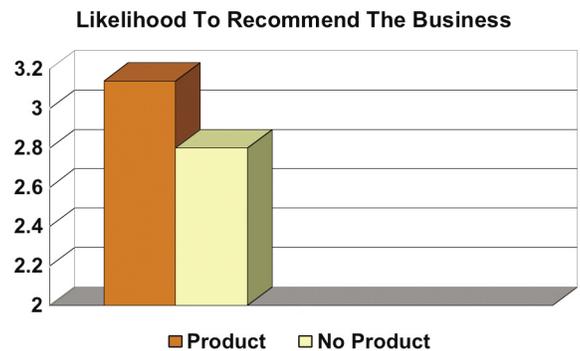
Overall Image

Promotional product recipients held a more positive image of the company than the non-recipients. On a scale of 1 to 7 with 7 representing a positive image, both groups were above the neutral score of 4 for four out of five categories. Although the differences are within a similar range in the figure below, they are statistically significant.



Likelihood Of Recommending The Business

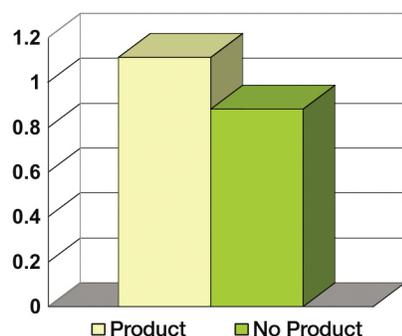
The group receiving the promotional product was significantly more likely to recommend the business to others than the group that received nothing.



Perception Of The Business

The group receiving the promotional product had a more positive image as evidenced in their comments about the company than the non-recipient control group. The difference was statistically significant.

Perception Of The Business As Reflected By Positive Comments About The Company



In A Nutshell:

Promotional Products have a positive impact on brand image. Specifically, when comparing people who receive a promotional product from a company with others who do not, this research shows that people who receive a promotional product have a significantly more positive opinion about a business through:

- More positive overall image
- More positive perception of the business
- Higher likelihood of recommending the business
- Higher likelihood of patronization

ROI

The study did not set out to specifically measure ROI. However, after the study, the business reported:

- 10 - 15% increase in sales
- 5 - 10% increase in new customer group (students)
- Opening a second location on the university campus