

# PROMO PRODUCTS MAKE AN IMPRESSION

**TAYLOR**  
COMMUNICATIONS

For this section, the average number of impressions each promotional product receives was calculated. The number of impressions a product makes was derived from multiplying how long a recipient has the product by how many people they come in contact with when using it by the frequency of its usage. In the U.S., outerwear generates the most impressions (6,100) of any item measured in the study. This is because outerwear is often worn in public places where it can be seen by many people. Other items that deliver a large number of impressions are headwear, T-shirts, bags and writing instruments.

