

The British Promotional Merchandise Association Research 2018



Research conducted at Marketing Week Live 2018 and B2B Marketing Expo 2018.

291 qualified face to face questionnaires filled out with professional buyers of promotional products.



British Promotional Merchandise Association

What roles do people hold that took part in our survey?

BUSINESS DEVELOPMENT MANAGER

MARKETING EXECUTIVE

HEAD OF MARKETING

ACCOUNT MANAGER

PROJECT MANAGER

DIGITAL MARKETER

BRAND MANAGER

DIRECTOR

CEO

OWNER

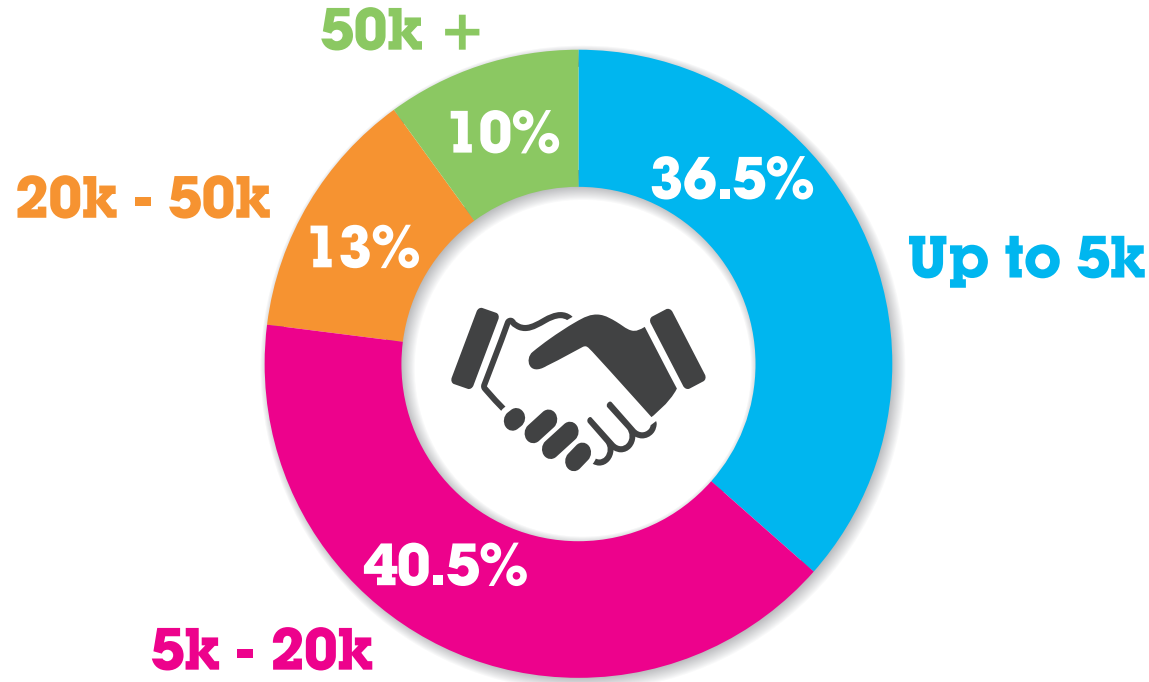
MANAGING DIRECTOR

MARKETING MANAGER

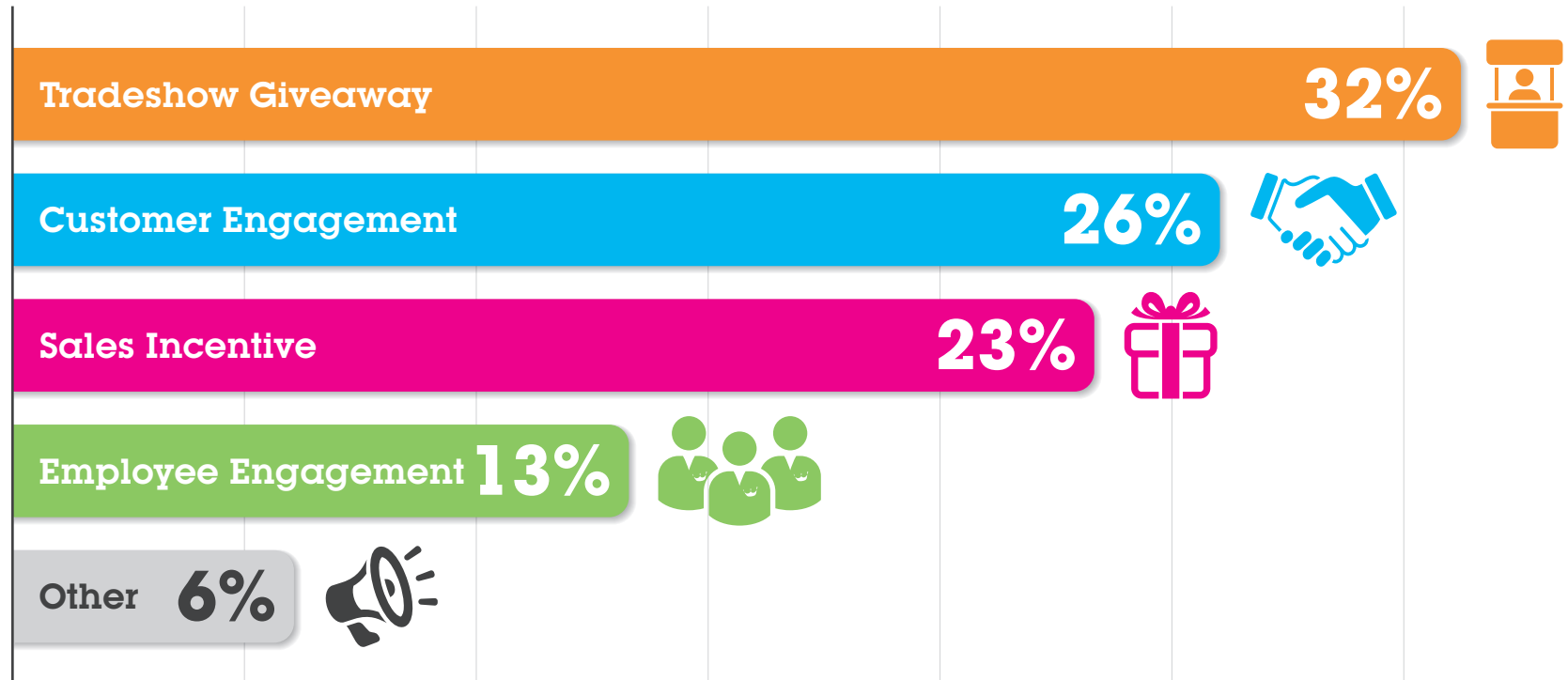
SALES & MARKETING DIRECTOR



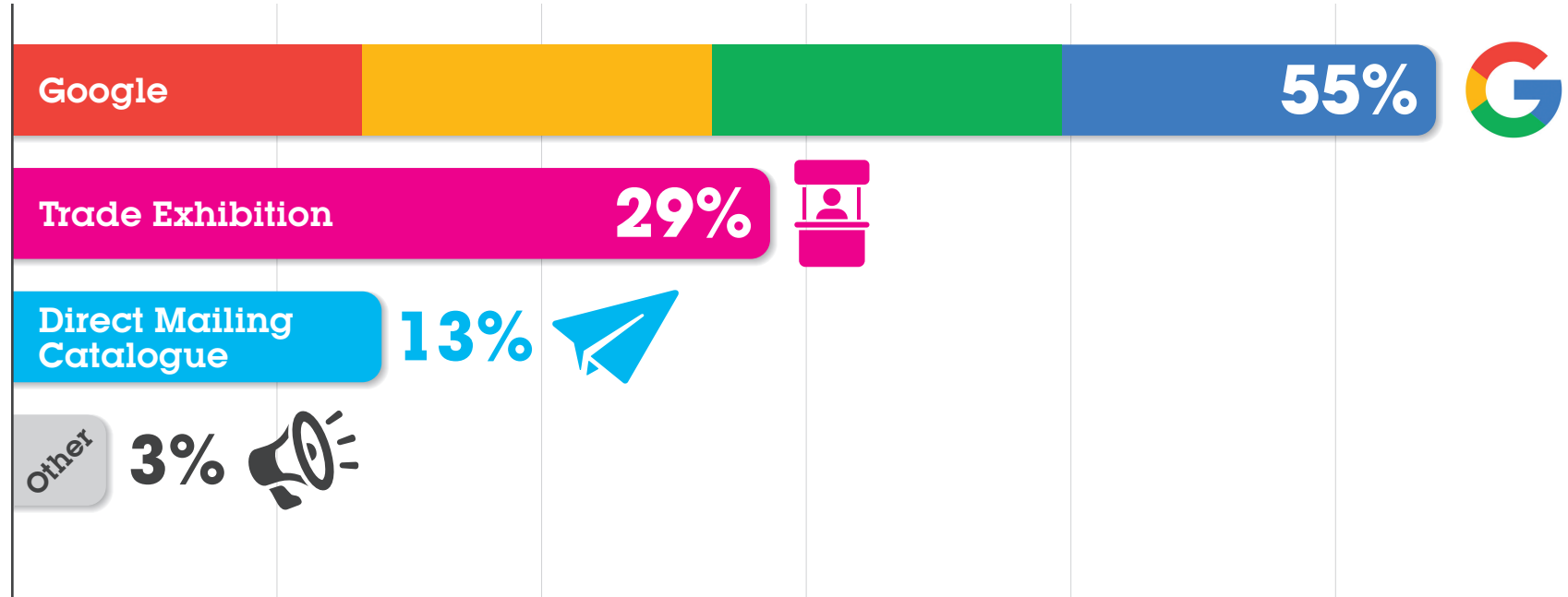
What is your annual spend on Promotional Merchandise?



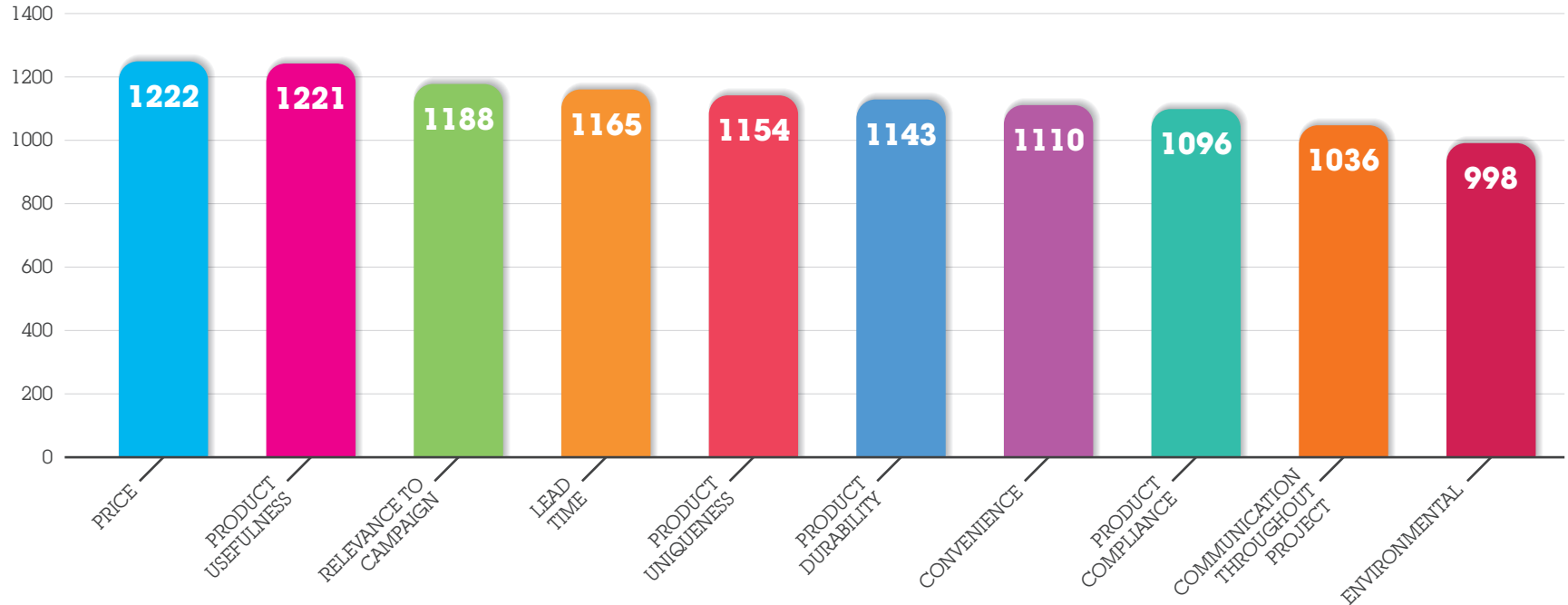
How do you currently use promotional merchandise?



Where would you look for a new promotional merchandise supplier?



The important factors when purchasing promotional merchandise products.

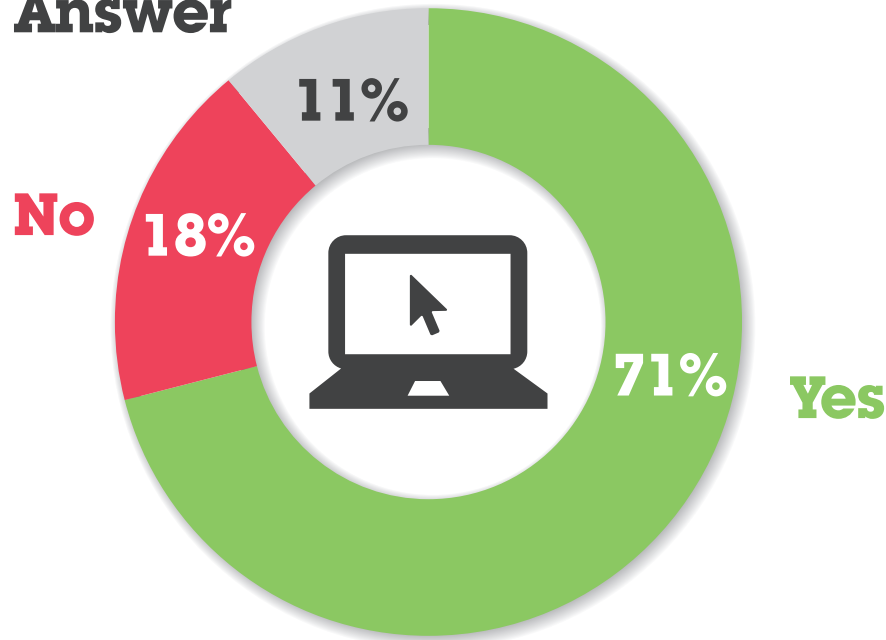


*Respondents were asked to score answers in order of importance total amount out of 1,450 per column.

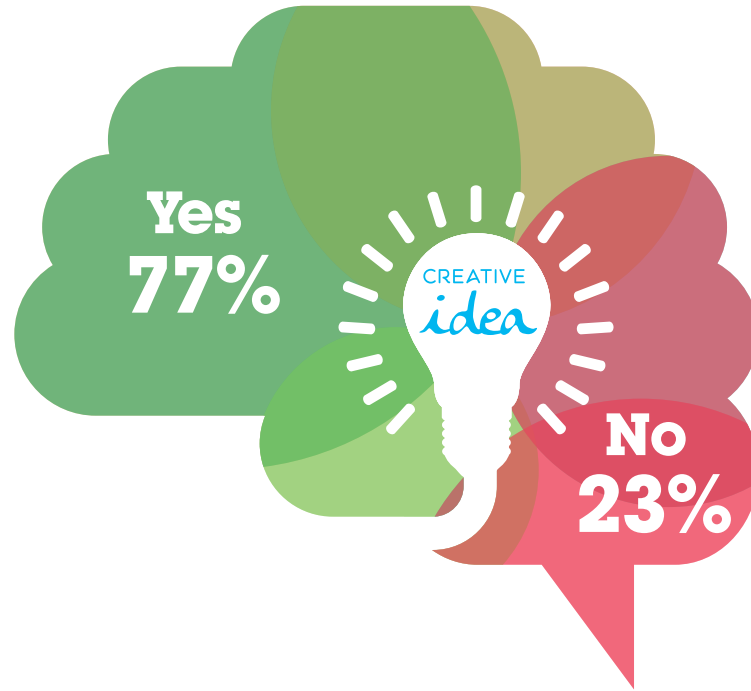


Do you research what product would be suitable for your purpose before purchase?

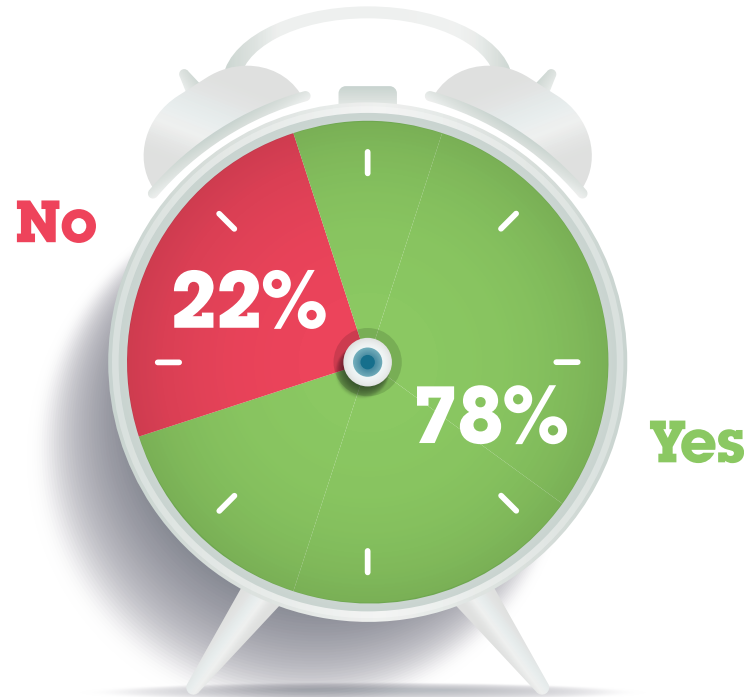
No Answer



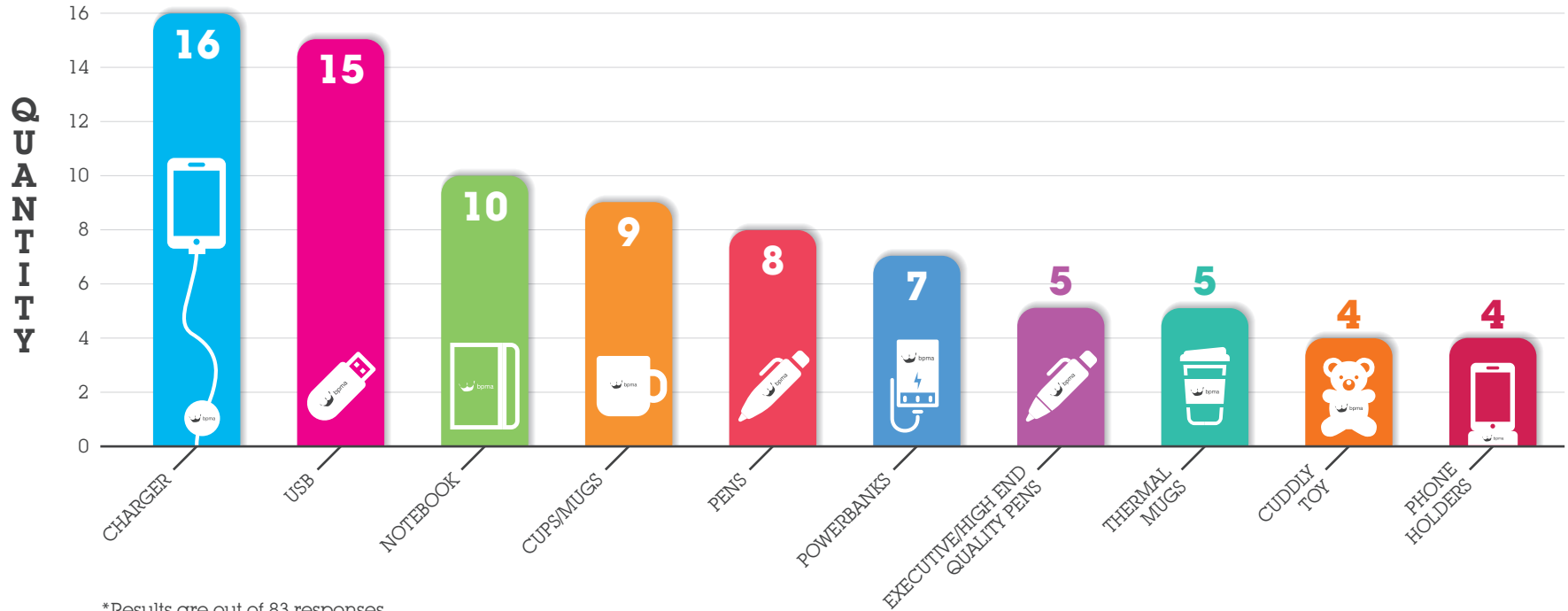
Do you expect or appreciate creative input from your promotional merchandise provider?



Have you ever had an effective promotional product you've kept for a long time?



Effective promotional products that are kept for a long time.

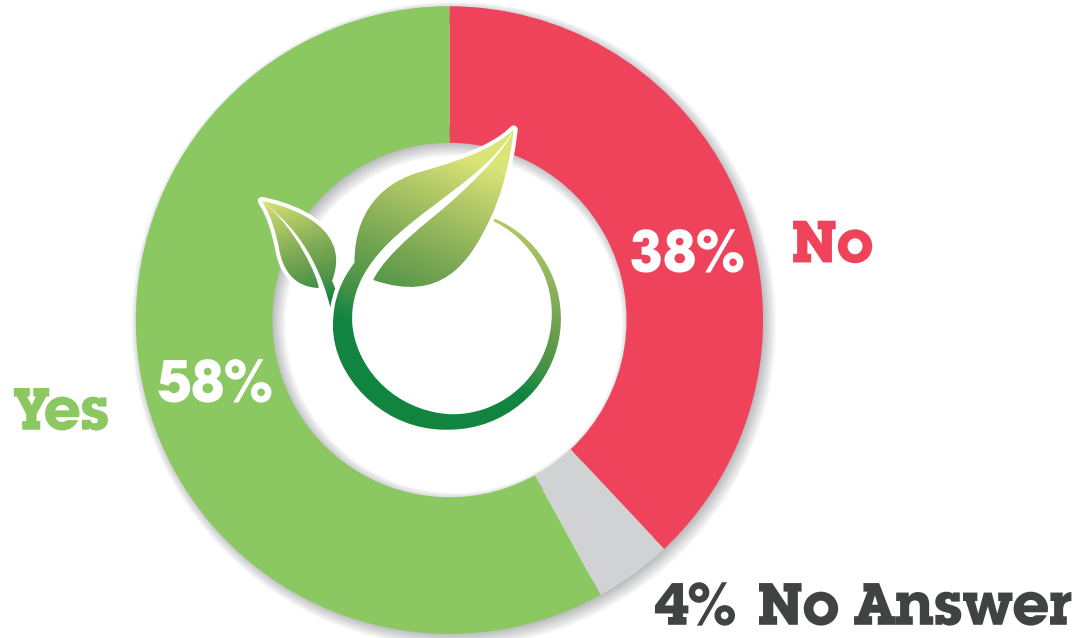


*Results are out of 83 responses.

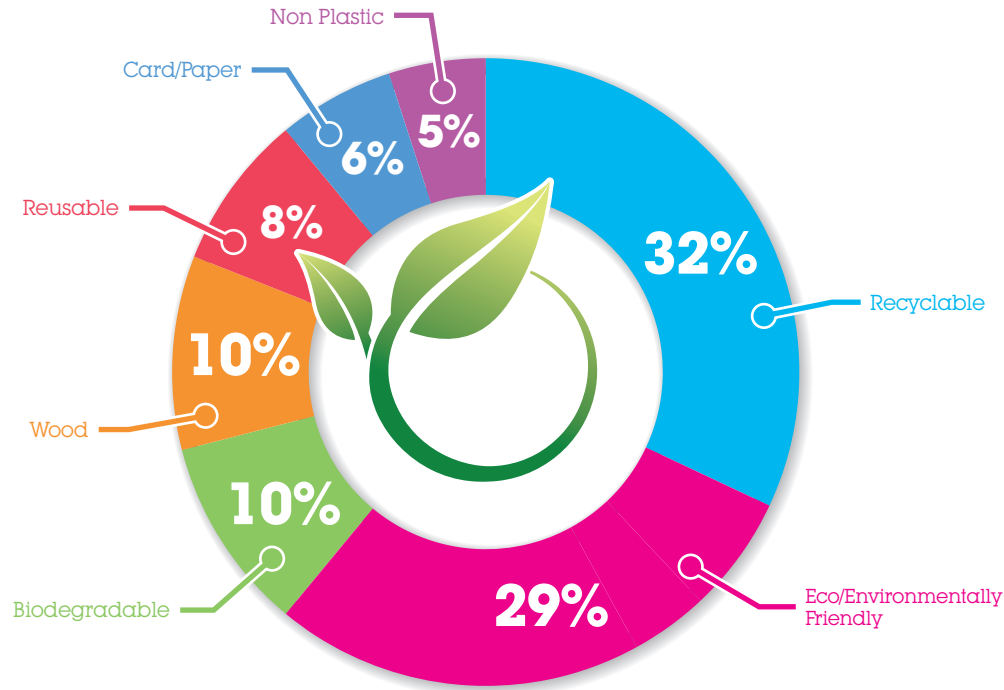


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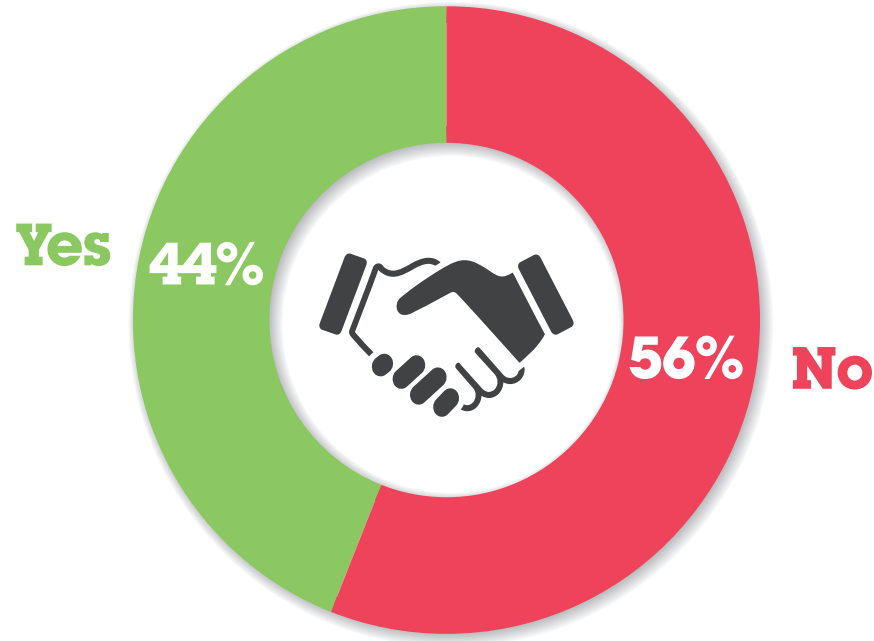
Has the news about the environmental impact of plastics influenced your future decision on purchasing plastic promotional products?



What type of alternative product will you be looking for?



Do you have a regular promotional merchandise supplier?



What keeps them loyal to you?

HIGH QUALITY CUSTOMER SERVICE

ABILITY TO DELIVER

BRILLIANT SERVICE

CONVENIENCE

CONTRACT

PRICE

RELIABILITY

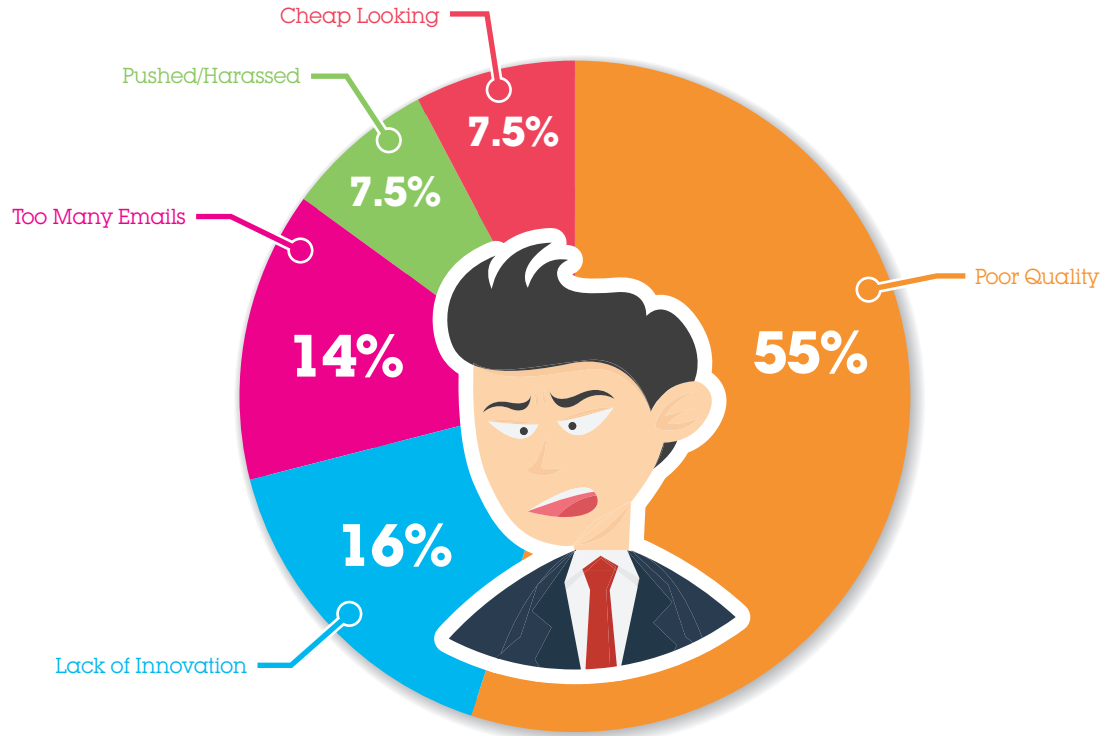
LOYALTY SCHEME

DISCOUNT & OFFERS

QUALITY OF PRODUCTS



What annoys you when purchasing promotional products?



Does your company use a tender process for large contracts?



Would you recognise the BPMA logo?

