

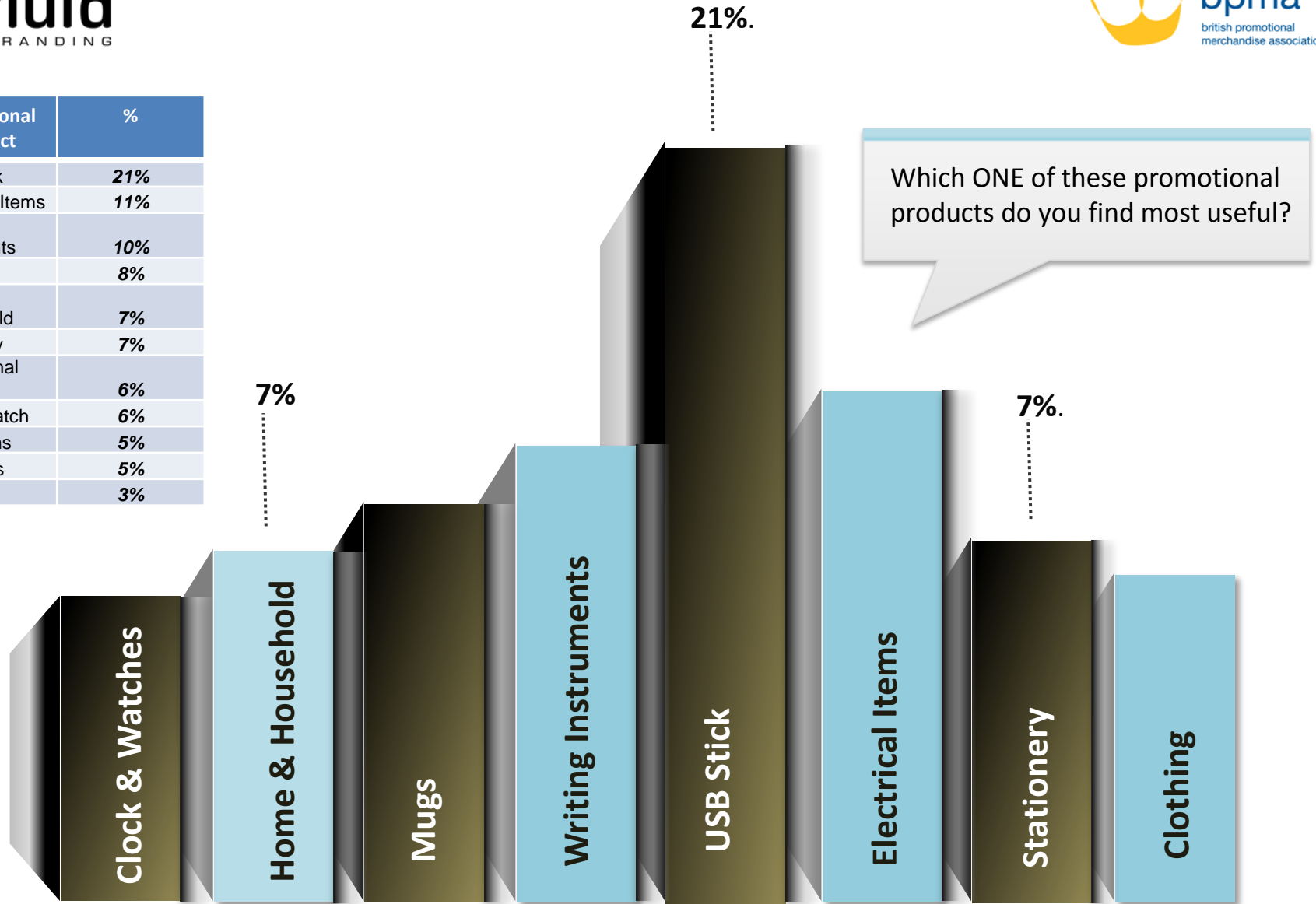


SURVEY RESULTS 2011

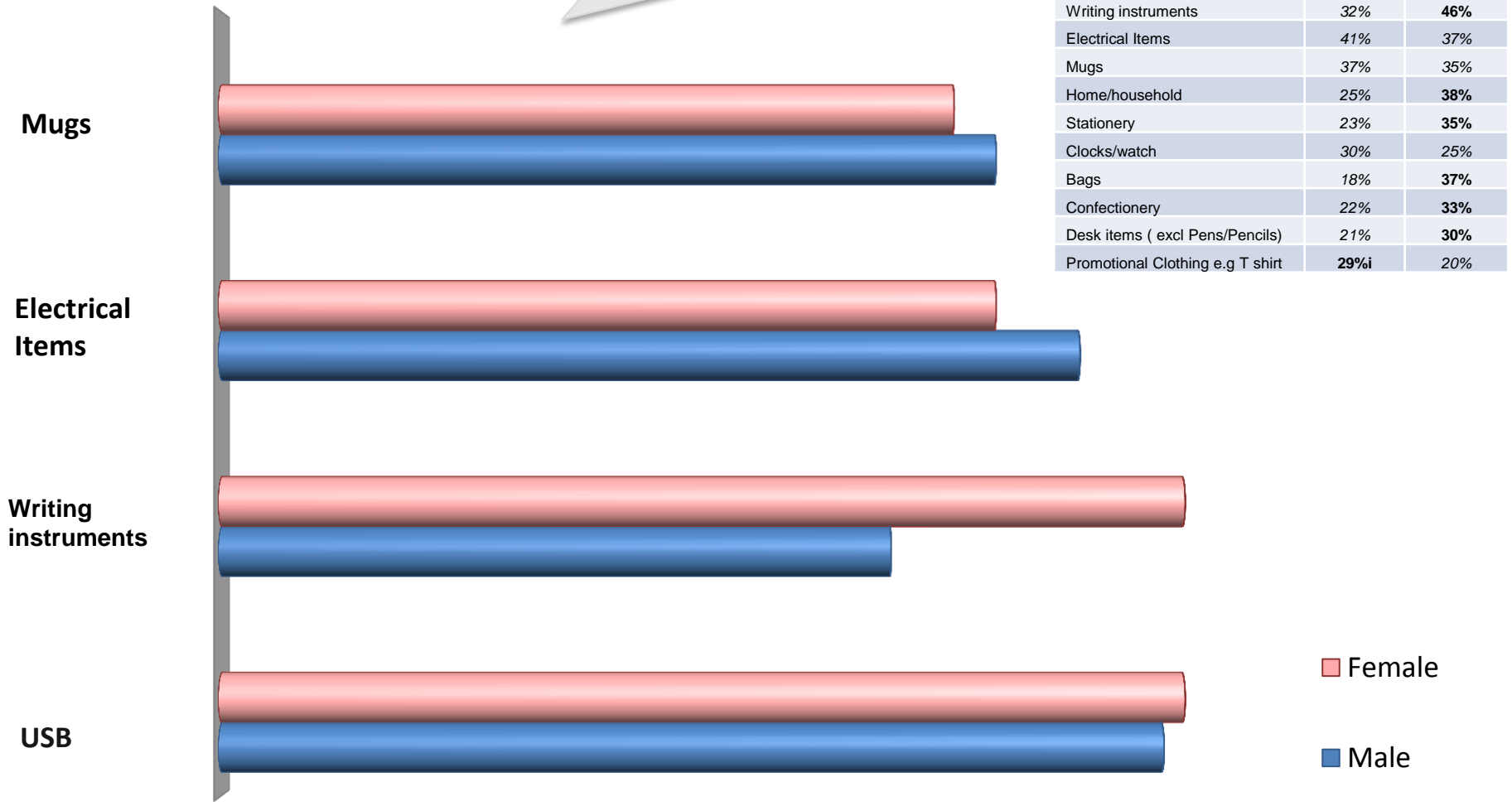
FLUID BRANDING LTD – BPMA CHARTER MEMBERS – PRESENT THE UK'S LARGEST
INDEPENDENT RESEARCH INTO THE UK USE OF PROMOTIONAL MERCHANDISE

- 1** A UK wide study was conducted of a randomly selected set of 14,728 adults, who were screened on receiving promotional items at either work or home. Students and people under 21 were excluded.
- 2** Of the 517 responses received there were 254 female respondents and 263 male respondents from across a range of sectors including manufacturing, retail, IT/ Communications, media, finance and education. Job titles included Chairman/MD, manager, director, executive , P.A, administrator.
- 3** The online survey was commissioned by the BPMA and was carried out in the Summer of 2011 by ActionPoint Marketing Solutions Ltd.

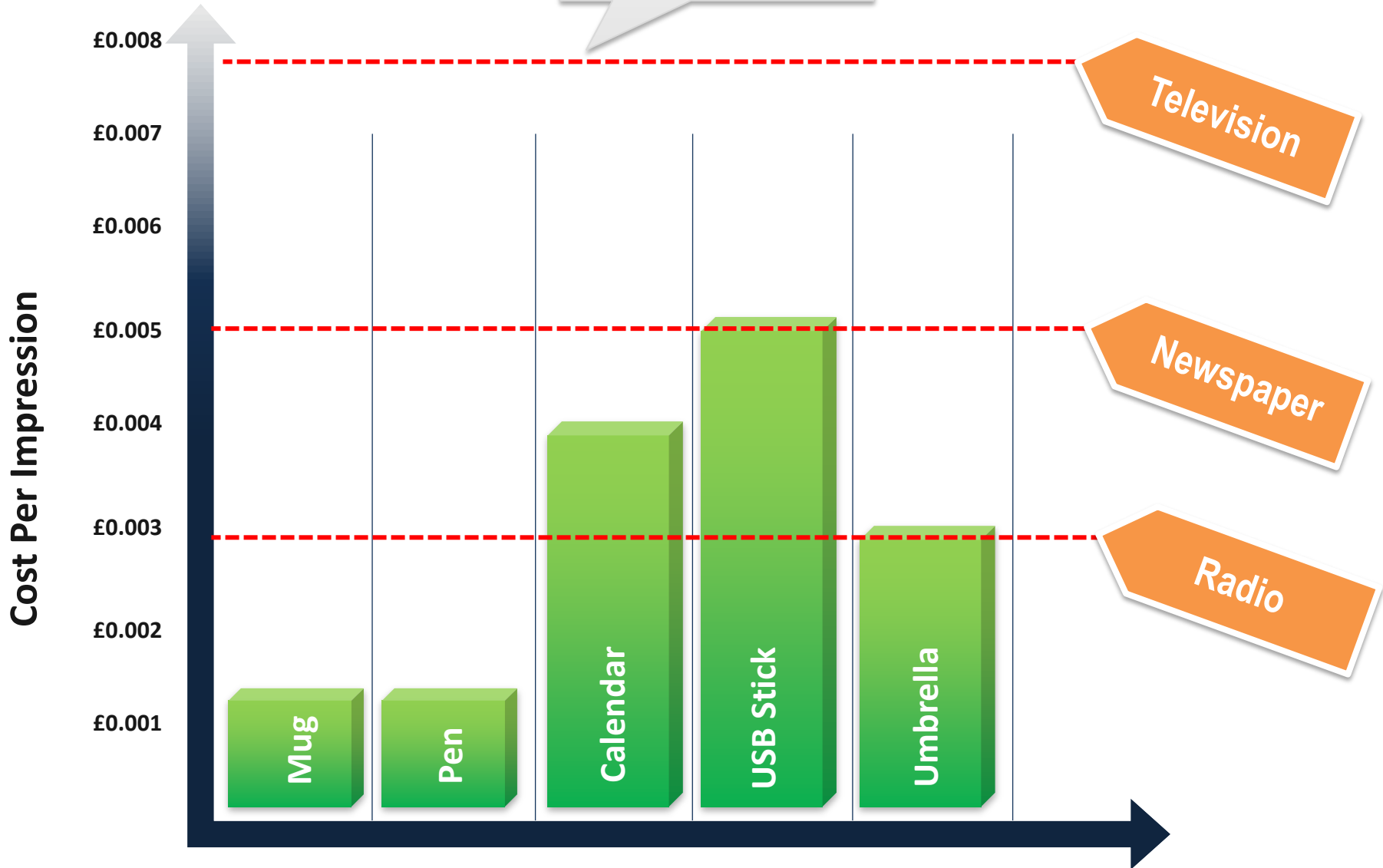
Promotional Product	%
USB Stick	21%
Electrical Items	11%
Writing instruments	10%
Mugs	8%
Home /Household	7%
Stationery	7%
Promotional Clothing	6%
Clocks/watch	6%
Desk items	5%
Calendars	5%
Bags	3%



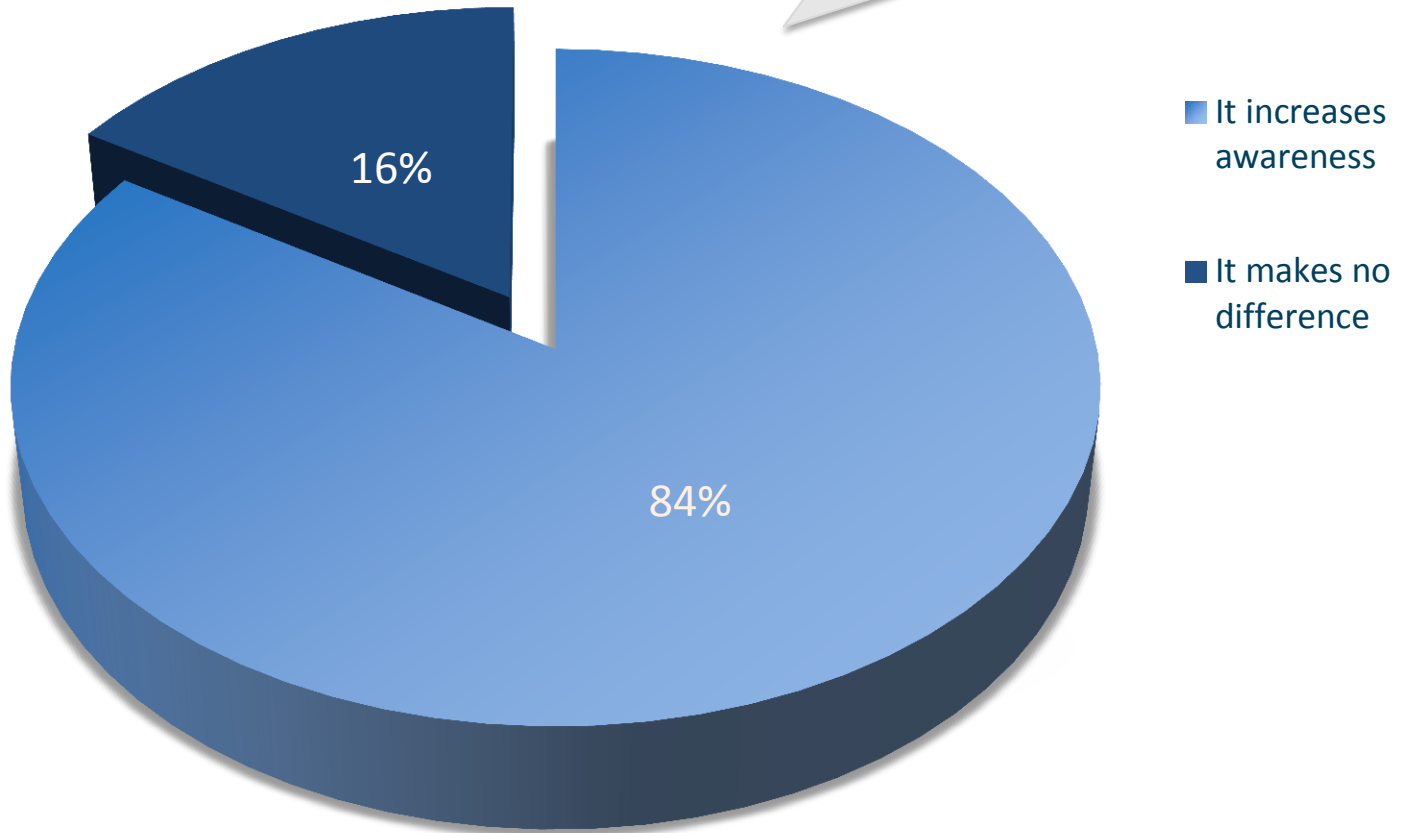
Thinking of promotional items generally, which items do you most like to receive?



CPI Vs Other
Advertising Media



Does a branded promotional gift item increase the awareness of that company's brand or does it make no difference?



In your opinion, does a branded promotional gift item increase the awareness of that company's brand or does it make no difference?

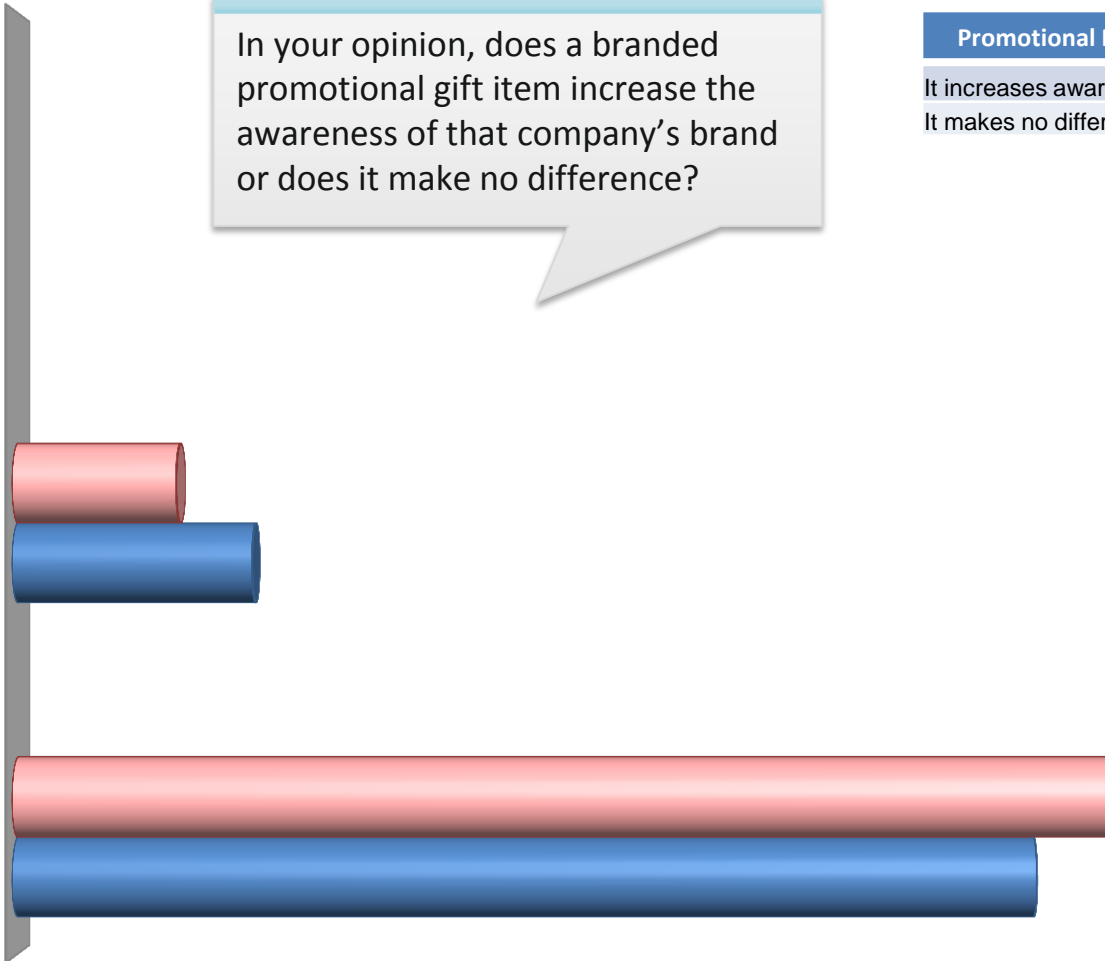
Promotional Product	Male	Female
It increases awareness	81%	87%
It makes no difference	19%	13%

Female

Male

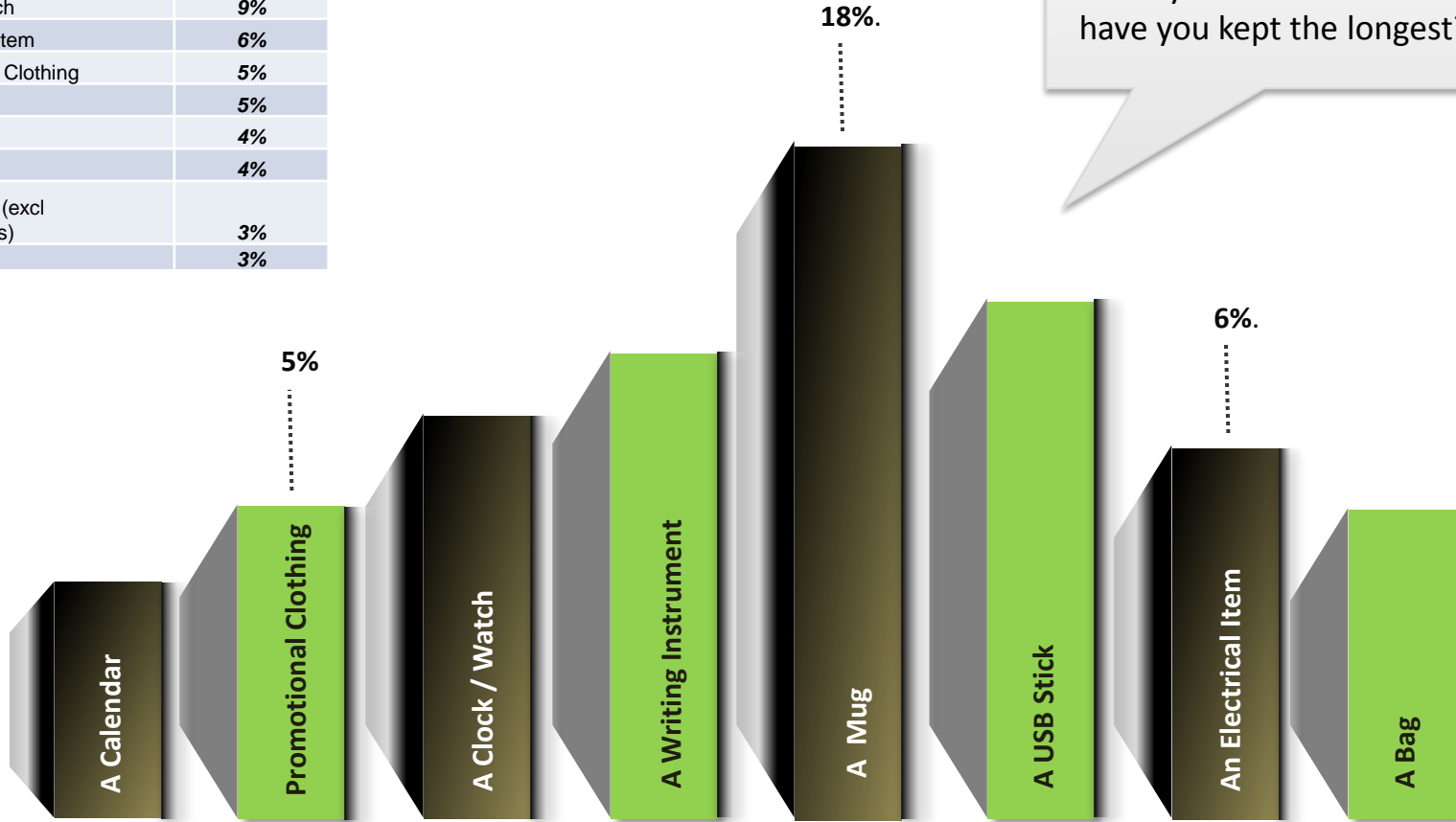
It makes no difference

It increases awareness

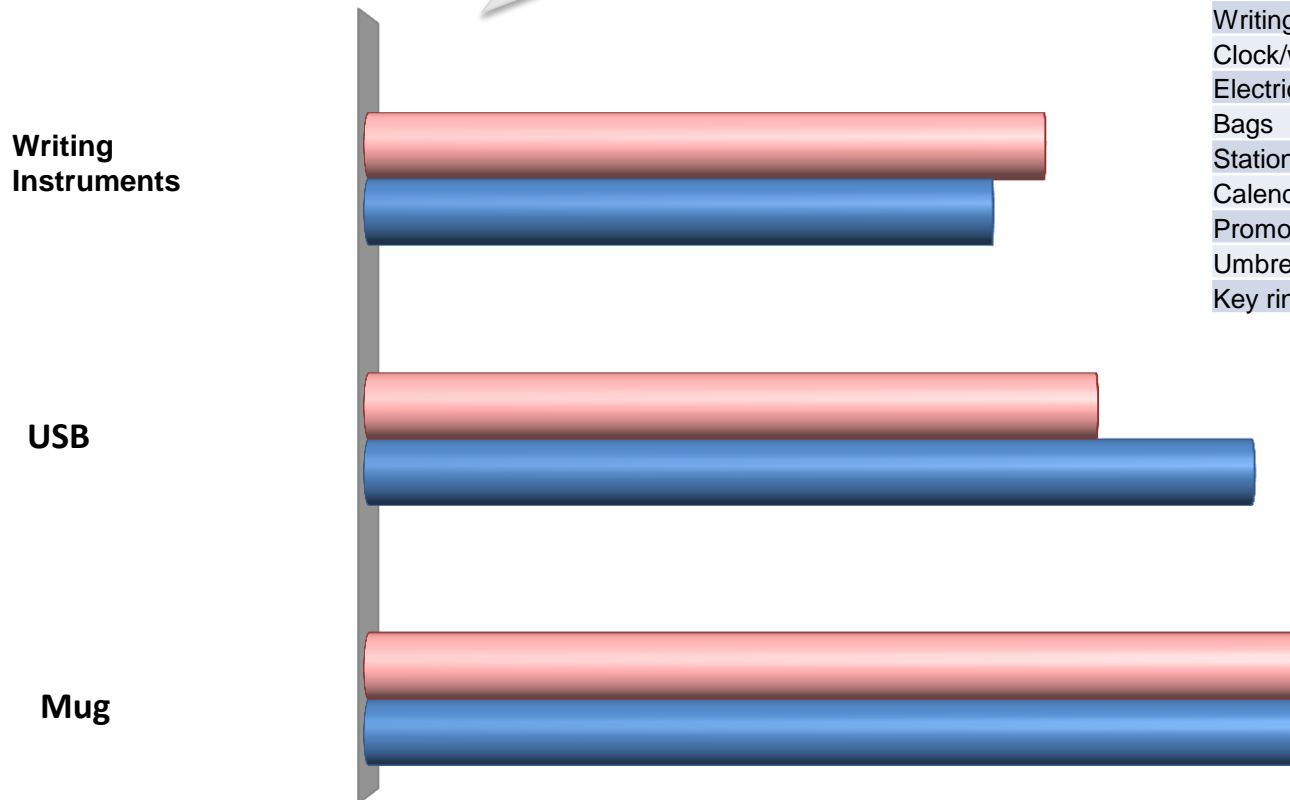


Promotional Product	%
A mug	18%
A USB stick	15%
A writing instrument	12%
A clock/watch	9%
A electrical Item	6%
Promotional Clothing	5%
A bag	5%
A calendar	4%
A umbrella	4%
A desk item (excl Pens/Pencils)	3%
A key Ring	3%

Thinking of all the promotional items you have which ONE have you kept the longest?



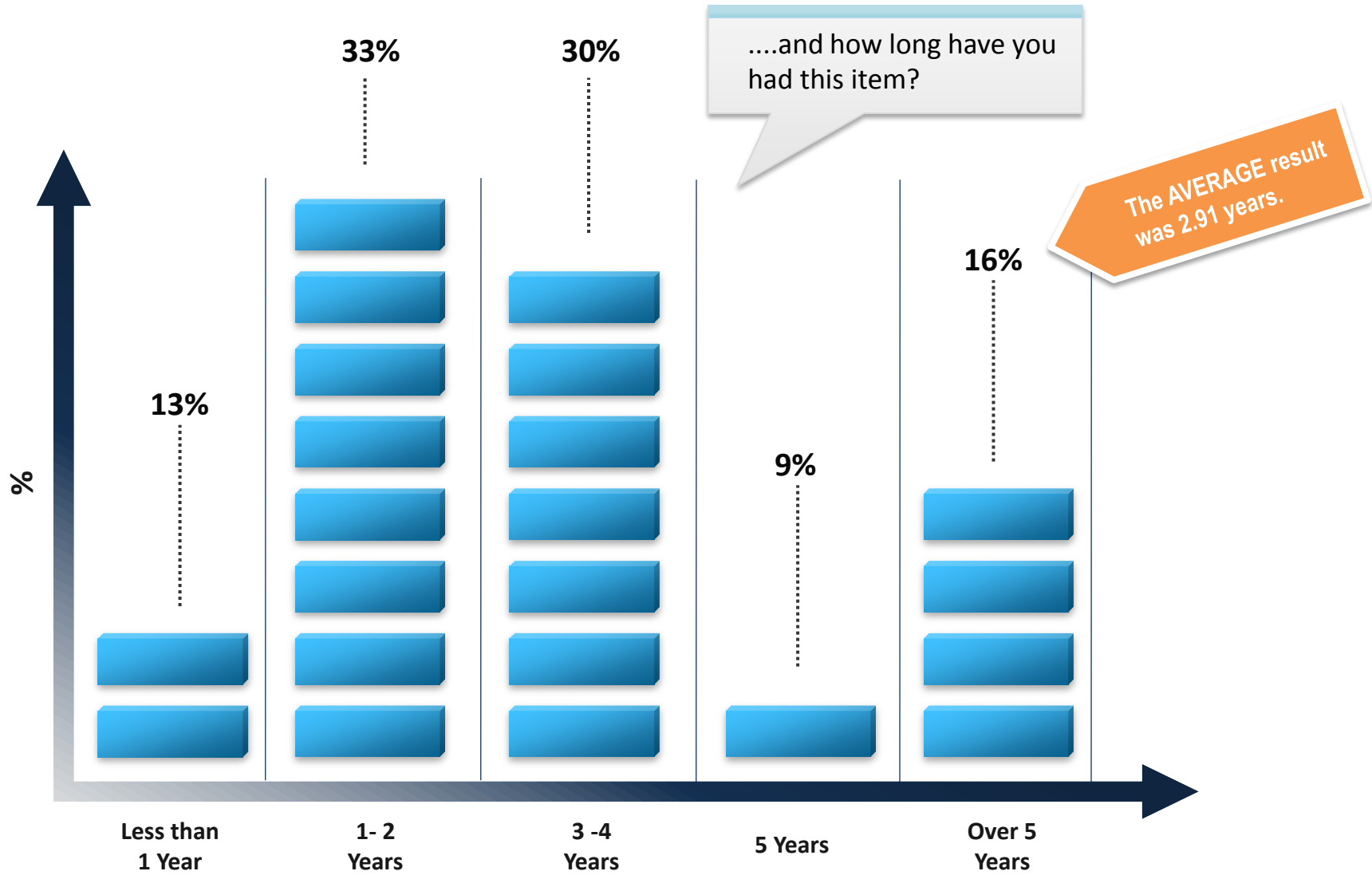
Thinking of all the promotional items you have at home or at work which ONE have you kept the longest?



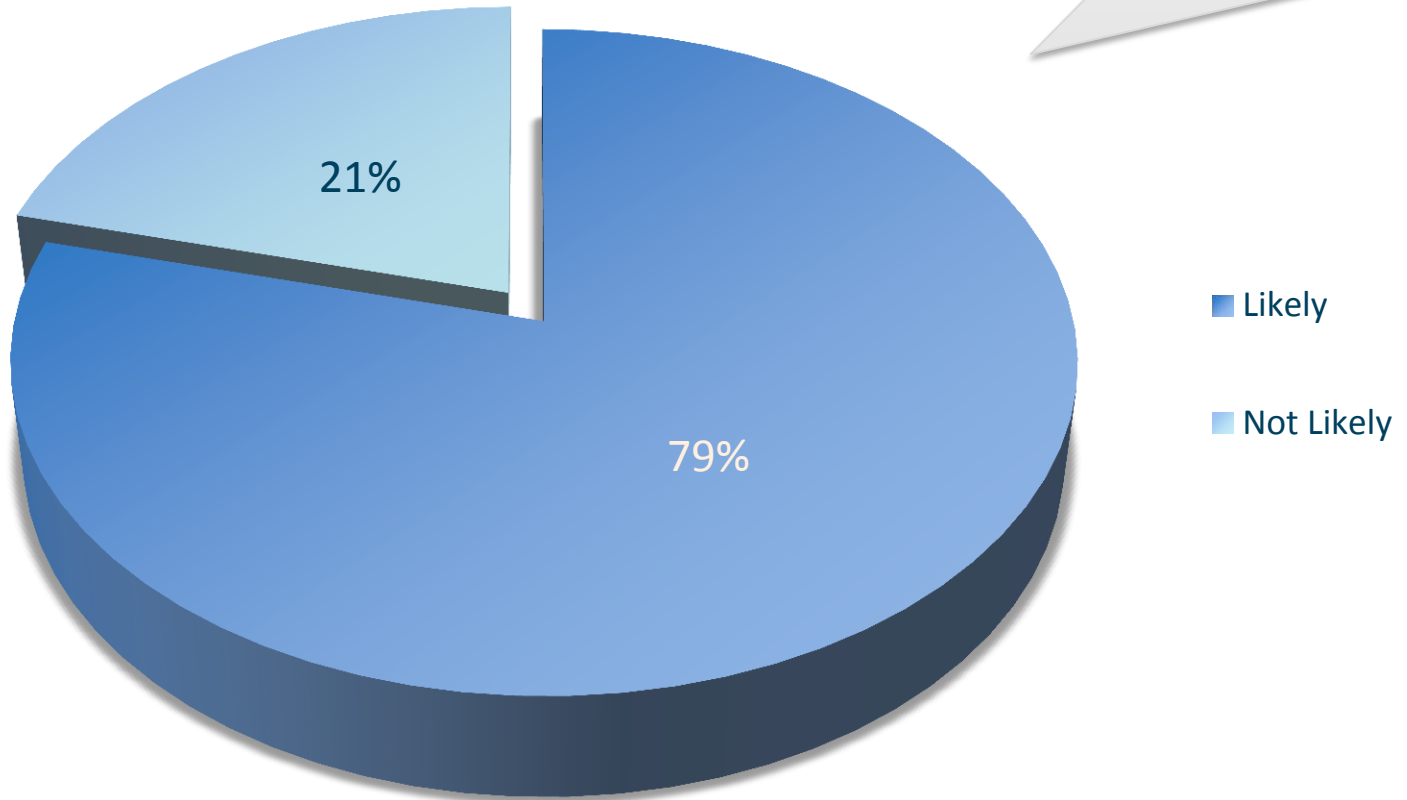
Promotional Product	Male	Female
Mug	18%	18%
USB	17%	14%
Writing Inst	12%	13%
Clock/watch	11%	7%
Electrical	9%	4%
Bags	5%	6%
Stationery	2%	7%
Calendar	3%	5%
Promo Clothing	3%	4%
Umbrella	3%	4%
Key ring	3%	3%

Female

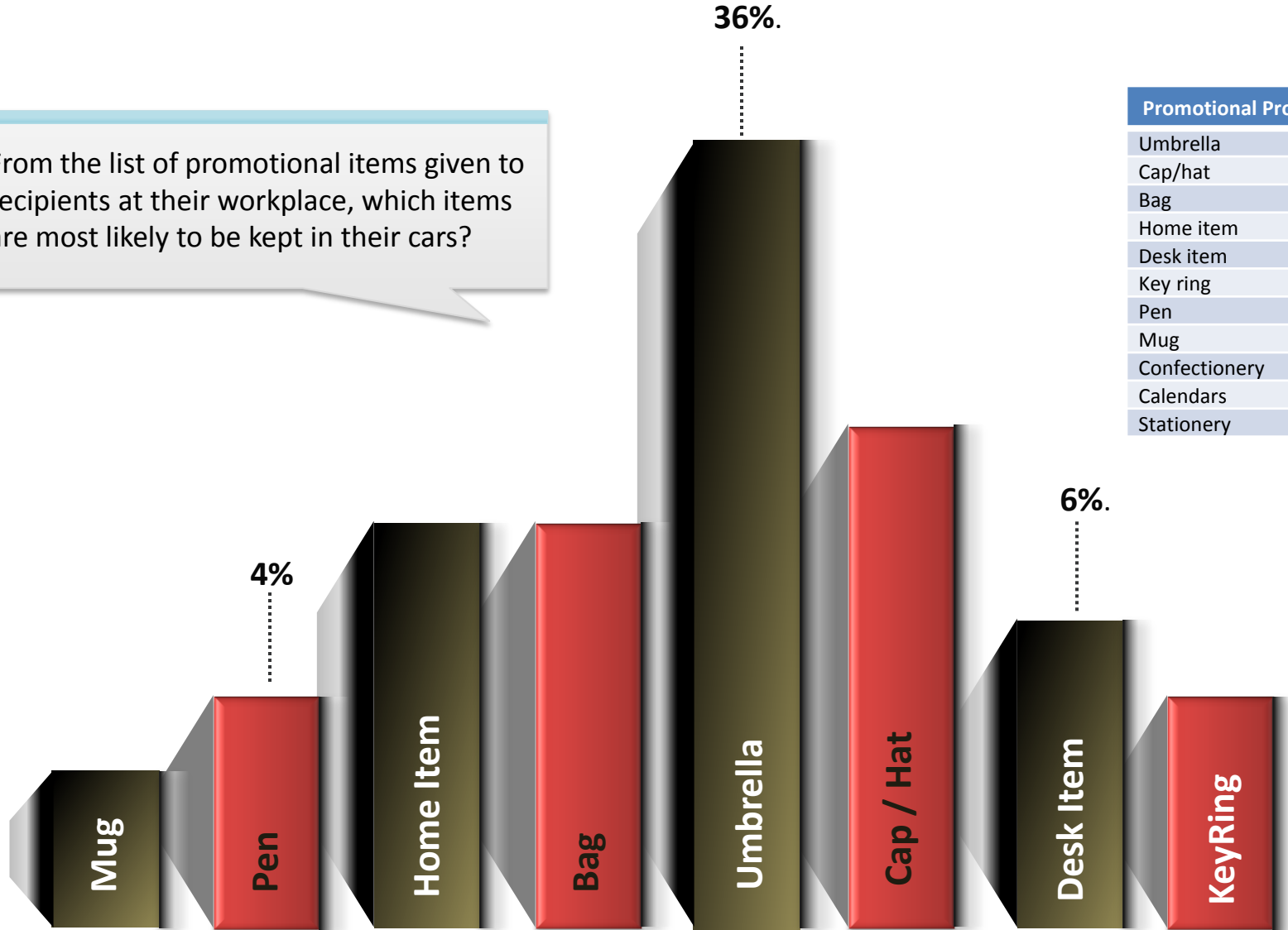
Male



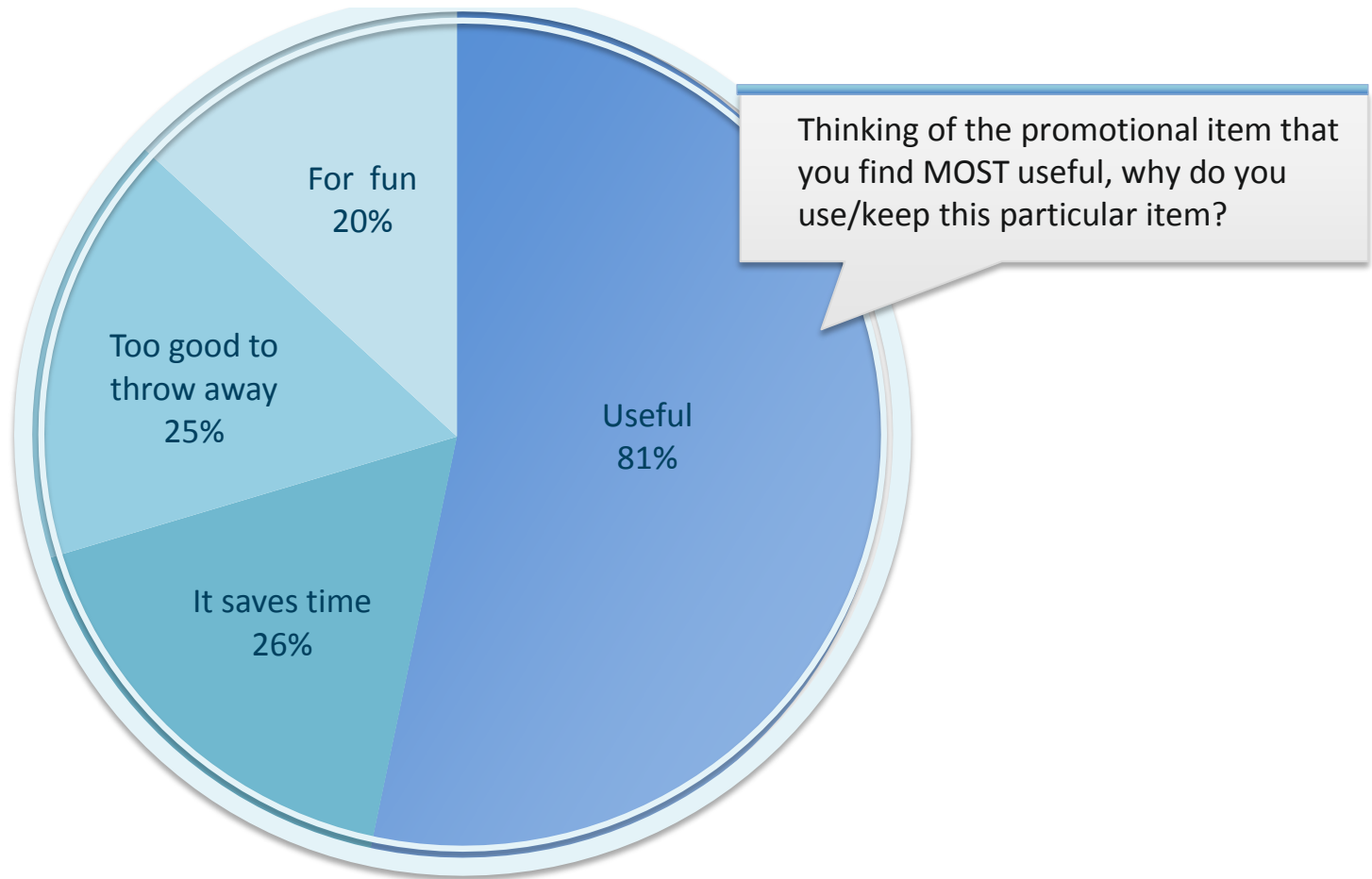
How likely might you be to now do business with the company?



From the list of promotional items given to recipients at their workplace, which items are most likely to be kept in their cars?

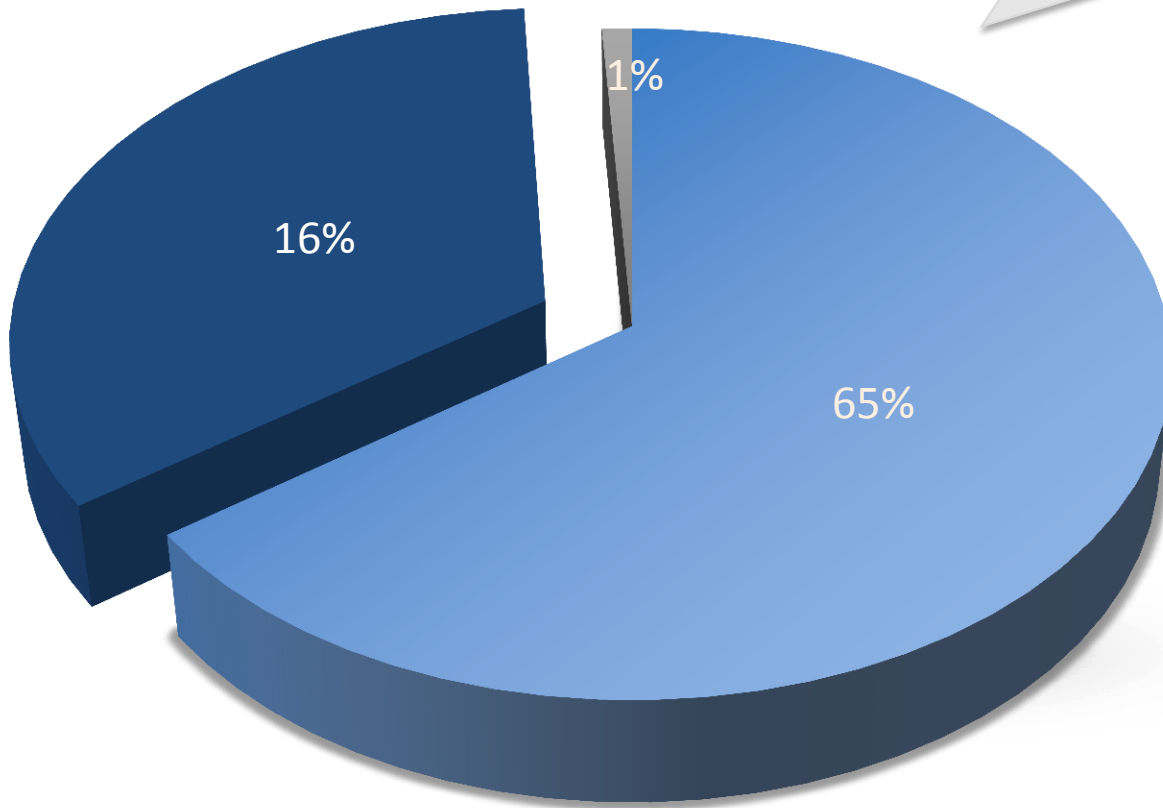


Promotional Product	%
Umbrella	36%
Cap/hat	13%
Bag	10%
Home item	10%
Desk item	6%
Key ring	4%
Pen	4%
Mug	3%
Confectionery	2%
Calendars	1%
Stationery	1%



* Please note that this chart exceed 100% as respondents could allocate a certain percentage to multiple answers.

If you are given an eco - friendly or green item (including gifts made from re-cycled materials) how, if at all, does this change your opinion of the company?



- I would think better of the company
- It wouldn't affect my opinion of
- I would think worse of the company

0845 634 2935
www.fluidbranding.com

