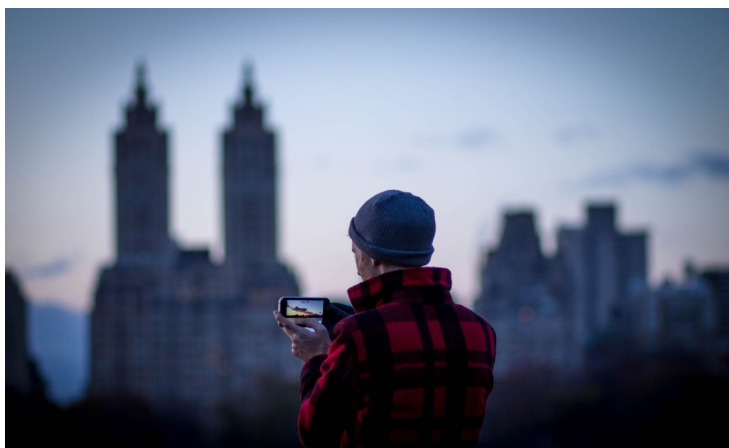


Hatswork Round-Up: February 16, 2017



We are starting today off with the top 20 promo product categories of 2016. Then, we'll dive into a survey conducted by PPAI on the effectiveness of promo products. Finally, we will look at how one [millennial](#) targeted [media company](#) is capitalizing off of a comment made by [Donald Trump](#).

SAGE

[The Most Popular Promo Product Categories in 2016](#)

SAGE recently released the most popular promo product categories of 2016 in terms of searches on their website. Out of over 71.4 million inquiries, caps rank in at number 7!

- Bags
- Pens
- Shirts

[Mugs](#)

[Bottles](#)

- Tumblers

Caps

[USB Drives](#)

- Lanyards
- Key Chains
- Cups

[Chargers](#)

- Jackets
- Towels

[Awards](#)

- Bracelets
- Wristbands
- Magnets

[Backpacks](#)

- Beverage Insulators

PPAI

[Built For Life](#)

PPAI recently released their 2016 Consumer Study Survey. Be sure to check out the full article for all the results, but we will give

you a few highlights below.

- 89% of respondents received a promo product in the past 6 months.
- 90% of respondents remember a product's branding, and 80% recall the advertising message.
- 80% of respondents said their impression of a brand was positively impacted by receiving a promo product.
- 80% of respondents claim to look up a brand after receiving a promo product.
- 83% say they are more likely to do business with a company after receiving a product.

ASI

[Trump's Insult Becomes Promo Treasure for BuzzFeed](#)

In early January, then president-elect [Trump](#) referred to [Buzzfeed](#) as a failing pile of garbage. Within hours, Buzzfeed responded by selling over \$25,000 worth of promo products branded with the phrase, including limited-edition garbage cans.

What are your thoughts on all of the promotional product micro-moments that have happened throughout the course of this [election](#)? Let us know your thoughts in the comments below. You can also follow us on [Instagram](#) using the hashtag #hatswork.