

CONTACT: Kim R. Todora • 972.258.3063 KimT@ppai.org • www.ppai.org www.promotionalproductswork.org

FOR IMMEDIATE RELEASE



PPAI Launches First Ever Broadcast Ad To Raise Promotional Products Industry Profile

PPAI is debuting its first ever broadcast ad during Promotional Products Work! Week as the Association seeks to increase awareness, consideration and purchases of promotional products advertising by marketers and advertisers through its Get In Touch! [®] branding campaign introduced at Advertising Week 2016.

IRVING, Texas, (April 25, 2017) – **Promotional Products Association International** (PPAI; <u>ppai.org</u>), the not-for-profit association for more than 510,000 industry professionals and more than 14,300 corporate members of the \$21 billion promotional products industry, produced the <u>Get In</u> <u>Touch!</u> ad for use in digital, social, live event and broadcast media. The spot, which debuts during <u>Promotional Products Work! Week</u>, April 24-28, in social media, will expand in the fall to include multiple platforms and will be supported by live event partnerships with <u>Advertising Week</u>, the <u>American Marketing Association</u> and <u>Public Relations Society of America</u>.

"As one of, if not the most, effective advertising media, promotional products deliver a scalable reach with a high rate of return for advertisers and marketers," said Paul Bellantone, CAE, PPAI president and CEO. "Because promotional products are placed in spaces, and used in places traditional and digital media can't *'touch*,' the quality of reach, recall and response are higher, and the cost per impression over time is lower than most other media, making promotional products a good buy for the long-term value they create."

The <u>campaign</u> is targeted to reach ad agency media buyers and in-house marketers and advertisers at small and large businesses. The imagery is based on the promotional product's unique ability to "get in touch" with targeted audiences like no other advertising medium by putting brands in the hands of consumers in the spaces and places they live, work and play every day.

"The campaign strategically positions promotional products advertising and the industry at the forefront at a time when it is more important than ever for advertisers to "get in touch" with consumers in a tangible way, with the only advertising medium that delivers lasting impressions that stand the test of time," said Kim R. Todora, PPAI public relations and buyer outreach manager.

The Get In Touch! branding strategy is the first time the Association and the industry have come together to present an integrated campaign at the national and local level. The campaign's success will be based on web traffic and prospects visiting the <u>GetInTouchAdvertising.com</u> site, and clicking through to "get in touch" with <u>promotional consultants</u>. In addition, the campaign is designed to engage and activate the Association's membership with paid, earned, shared and owned co-branded creative <u>assets, tool kits</u> and local marketing strategies.

About PPAI

Founded in 1903, the Promotional Products Association International (PPAI) is the world's largest and oldest not-for-profit association serving more than 14,300 corporate members of the \$21 billion promotional products industry which is comprised of more than 37,661 businesses and a workforce of more than 510,000 professionals. PPAI represents the industry in Washington, D.C., and <u>advocates</u> on its behalf. PPAI operates The PPAI Expo, the industry's largest trade show; provides the leading <u>promotional products safety and compliance program</u>, a prestigious <u>professional development</u> and certification program; and publishes industry <u>trade journals and periodicals</u>. The multibillion-dollar <u>industry</u> includes wearables, writing instruments, calendars, drinkware and many other items, usually imprinted with a company's name, logo or message. For more information, visit <u>PPAI.org</u> and find us on Twitter <u>@PPAI_HQ</u>, <u>Facebook</u>, <u>YouTube</u> and <u>Pinterest</u>.