Top 5 Performing Products of 2020



Facemasks

Facemasks look like they are here to stay. Brands far and wide are capitalizing on the opportunity of having a fresh new place to advertise.

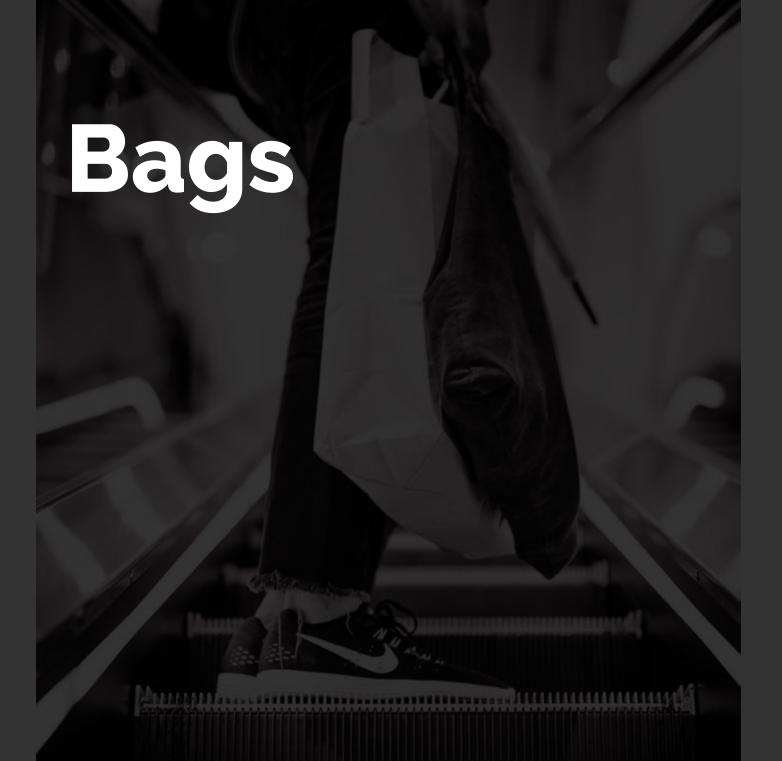
ASI Research Global Ad Impression Study 2020

USB Drives

Don't count them out - In 2019, 56% of consumers would choose a USB drive over a power bank.

Writing Instruments

Writing instruments average 3,000 impressions throughout their lifetime.



Promotional bags are kept an average of 11 months. With a cost per impression of 2/10 of a cent (\$5 decorated bag).

T-Shirts

80% of consumers own promotional t-shirts. They are kept an average of 14 months.