

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.

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.

A black and white photograph of a person walking on a train platform. The person is wearing a dark jacket, dark pants, and dark sneakers with a white swoosh. They are carrying a large, light-colored shopping bag. The background shows the tracks and the platform edge.

Bags

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

A hand is shown holding a stack of t-shirts on hangers. The scene is dimly lit, with the background appearing to be a dark blue or black wall. The t-shirts are light-colored, and the hangers are dark. The hand is positioned on the left side of the frame, and the t-shirts are stacked vertically, with the top one being the most prominent.

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