
End-Buyer Catalog Study

Attitudes and Usage of End-Buyers About Catalogs

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Catalog Usage Study October, 2009

Background:

On August 31, 2009, email survey invitations went out to a sample of *Successful Promotions Trend Report* recipients. In total, 6,263 survey invitations were sent, with 158 completed responses. One survey reminder was sent. Incentive to take the survey was a drawing for an American Express Gift Card worth \$250.

Respondents were screened to make sure they met the criteria:
Buy/recommend/approve/authorize promotional products for your own company

The purpose of the survey was to quantify end-buyer perceptions about paper advertising specialty catalogs, as well as the relationship in the minds of the end-buyers between the catalogs and the distributor who supplied the catalogs.

Conclusions:

- ∞ The pass-along rate for paper catalogs on average is 1.8. This means that nearly 3 total end-buyers (2.8) see a catalog.
- ∞ Ninety-one percent of the time, the recipient of a catalog took action as a result of something they saw in the catalog.
 - Nearly one-half (49%) purchased a product
- ∞ Eighty-six percent agree that catalogs have a large variety of products from many different sources.
- ∞ Paper catalogs are used 93% of the time when making a purchasing decision; both paper and electronic catalogs are used 71% and primarily paper catalogs only, 22%.
- ∞ Events-related catalogs are of interest to nearly three-quarters (72%) of end-buyers.

Recommendations:

- ∞ Over 4 million potential end-buyers have seen 2009 ASI Catalogs.
- ∞ Paper catalogs should be used in conjunction with electronic catalogs, as nearly three-quarters consult both before making a purchase decision.
- ∞ Catalogs provide creative ideas to nearly all (95%) of respondents. Distributors who want to be creative should use catalogs to their advantage.



Detailed Findings:

How many other people (besides you) usually read or look through a catalog first given or sent to you?

- ∞ The pass-along rate for paper catalogs on average is 1.8. This means that nearly 3 total end-buyers (2.8) see a catalog.
- ∞ When total catalogs sold and controlled are used along with the pass-along reach, over 4 million potential end-buyers have seen 2009 ASI Catalogs.

2009 Catalogs	Total Sold & Controlled	Reach
		1.8
Idea Showcase Spring	270,710	757,988
Spectrum	665,985	1,864,758
The Professional Buyers Guide	53,640	150,192
The Green Catalog	147,294	412,423
Media File	34,509	96,625
Idea Showcase Fall	254,597	712,872
Gift Book	55,089	154,249
Select	4,455	12,474
Everything Golf	2,658	7,442
Total	1,488,937	4,169,024

In the last 12 months, what actions have you taken as a result of something you saw in a catalog? Please check all that apply.

- ∞ Ninety-one percent of the time, the recipient of a catalog took action as a result of something they saw in the catalog.
 - Nearly one-half (49%) purchased a product.

	Total
	(N=158)
Discussed item with someone else	65%
Sought further information	51%
Purchased a product	49%
Requested a sample	46%
Other	5%
No actions taken	9%



What is your level of agreement or disagreement with each of the following statements about promotional product catalogs?

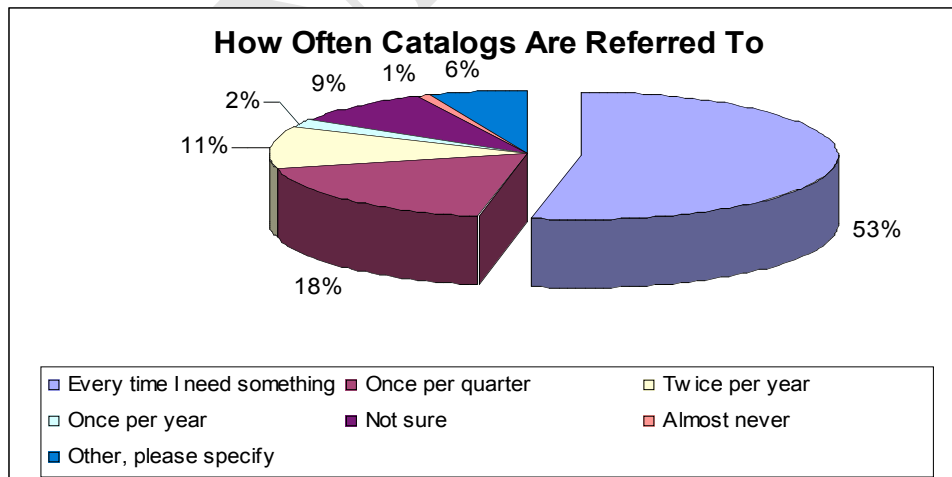
- ∞ There is almost universal agreement (93%) that catalogs should have a large variety of prices.
- ∞ Similarly, 88% agree that catalogs are useful in generating ideas, and 87% agree they enjoy looking through paper catalogs.
- ∞ Eighty-six percent agree that catalogs have a large variety of products from many different sources

	Total*
	(N=158)
It's important that catalogs have a large variety of prices	93%
Paper catalogs are useful to me in generating ideas	88%
I enjoy looking through paper catalogs	87%
It's important that catalogs have a large variety of products from many different sources	86%
It's easier to look at paper catalogs than electronic catalogs	69%
It's easier to pass along paper catalogs than electronic catalogs	66%
I prefer paper catalogs to electronic catalogs	64%

*Top 2 box scores: Agree Completely/Agree Somewhat

How often do you typically refer to paper promotional product catalogs?

- ∞ Over one-half (53%) of the time, catalogs are referred to every time something is needed. This suggests the need to keep catalogs in the hands of end buyers at all times.



What is your level of agreement or disagreement with each of the following statements about promotional product catalogs?

- ∞ Catalogs provide creative ideas to nearly all (95%) of respondents.
- ∞ Ninety-one percent indicated they are introduced to new products.
- ∞ Three-quarters (74%) feel catalogs encourage them to buy promotional products or awards.

	Total
	(N=158)
Provide creative ideas	95%
Are useful to me	91%
Introduce me to new products	91%
Help when planning events	75%
Encourage me to buy promotional products/awards	74%

Top 2 box scores: Agree Completely/ Agree Somewhat

Which of the following options describes how often you contact the company (the distributor) that gave you the promotional product catalog? Select all that apply.

- ∞ Over one-half (59%) of the time, end-buyers' frequency of contacting distributors is when they are ready to order. However, nearly one-half (48%) contact them looking for ideas or to start planning (47%).

	Total
	(N=158)
When you are ready to order	59%
When your looking for ideas	48%
When you start planning for something that could use promotional products	47%
Other times you contact your distributor	3%



Once you've identified a product in a catalog that they would like to purchase, what do you typically do next?

- ∞ About one-third (31%) of the time, end-buyers call the distributor who provided the catalog when they find a product in the catalog they would like to purchase (suggests the need for immediate follow-up).

	Total
	(N=156)
Search for the same or similar product online	35%
Call the promotional products advisor who provided the catalog	31%
Call the promotional products advisor that I work with regularly	27%
Other, please specify	6%

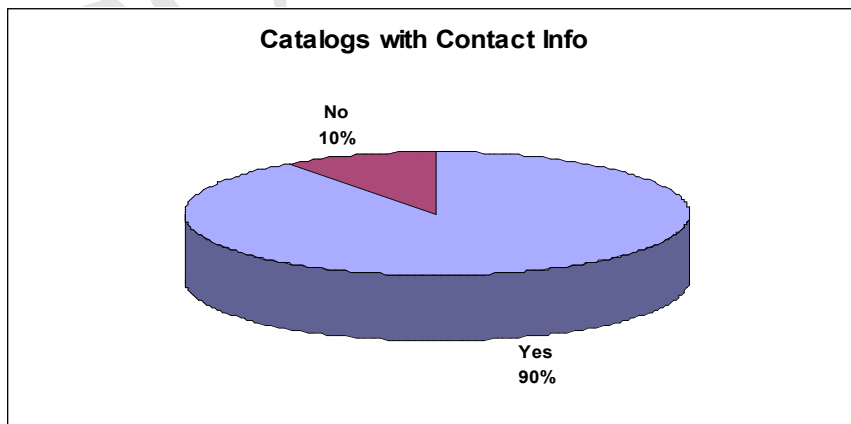
Which of the following types of catalogs do you use when making purchasing decisions?

- ∞ Paper catalogs are used 93% of the time when making a purchasing decision; both paper and electronic catalogs are used 71%, and primarily paper catalogs 22%.

	Total
	(N=155)
Primarily paper	22%
Primarily electronic	6%
Both	71%

Do catalogs typically have the contact information on them so that you can order/inquire about items you've identified?

- ∞ Catalogs do typically have contact information so that items can be ordered, according to 90% of respondents. This suggests the importance of imprinted catalogs.



Demographics:

Title

	Total
	(N=157)
Owner/President/Partner	45%
Vice president	4%
Manager/director	32%
Coordinator/assistant	14%
Other	5%

**Promotional products/incentives/awards
budget you had influence over in the last 12 mo.**

	Total
	(N=153)
Nothing	3%
Less than \$5,000	39%
\$5,000-\$9,999	24%
\$10,000-\$19,999	16%
\$20,000-\$49,999	8%
\$50,000-\$99,999	5%
\$100,000-\$249,999	3%
\$250,000 or more	3%

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