

keep *the* good

growing

*perfect promo*

**insider tips**

p. 2

**why**

**pens, calendars and  
sticky note™ products**

*are perfect for all markets*

p. 4

see inside:

**promo  
products** for  
thriving markets

*we take a targeted look at:*

education • healthcare • finance  
DIY construction • real estate  
utilities • freight & logistics • insurance  
food & beverage • government  
election • consumer essentials  
hotel & budget travel • agriculture



**koozie  
group®**

kooziegroup.com



# why partner with us?

We like to **keep the good going**<sup>®</sup> and are committed to leaving a positive, lasting impact with the products and services we provide.

**20+**

brands you love

**450+**

exclusive products

**1,800+**

KG Factor products

**exact**

quantity shipments

**1000+**

products made, printed, or assembled in the USA

**[kooziegroup.com](http://kooziegroup.com)**

quick and easy online ordering, information @ your fingertips & expert content to help you be successful

**free samples**

up to \$10

**Keep It. Give It.**

social impact and sustainability commitment

**industry-leading**

product safety, social responsibility, and compliance standards

**75%**

of new products have a proven sustainability stance





## what is a *thriving market*?

A **vertical market** focuses on a specific industry, trade, profession, demographic, or niche. Despite the unwelcome roller coaster of the past couple of years, there are vertical markets that are less vulnerable to economic uncertainty. These **thriving markets** typically deliver goods or services that are basic needs. Focusing on these markets is one way you can expand your work with existing clients or broaden your reach with new customers.

**Let us help!** We have analyzed the top sellers and latest trends in 14 thriving markets to create a practical guide you can use to *keep your business growing*. Featuring case studies, industry facts, and best-selling products from brands you love, it's the perfect jumping-off point for building your vertical marketing strategy.

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Consumers prefer promotional products over all other types of advertising.

Source: ASI Global Impressions Study

# the perfect promo

## insider tips

See these tips in action in this case study.

1. Know your stuff. Research the vertical market before diving in.
2. Focus in. Identify sub-markets or niche groups within larger verticals.
3. Spot industry pain points... and offer solutions.
4. Begin with the end user in mind.
5. Mind the money. Show items to fit every budget
6. Prove yourself. Share case studies to build trust and spark ideas.
7. Self-promo is the best promo.
8. Think outside the box. Expand your reach to businesses related to the market you're targeting.

Wanting to grow her business, one of our distributors **researched the healthcare market<sup>1</sup>** and decided it would be a good fit for her. She set up meetings at a local healthcare system with **human resources, nursing administrators, and the employee wellness committee<sup>2</sup>**.

Armed with the knowledge that over **half the healthcare workforce is facing issues<sup>3</sup>** with burnout, she prepared a presentation that **addressed employee morale<sup>3</sup>**. She had learned that nearly **80% of the healthcare workforce is female<sup>4</sup>**, so she kept that in mind when creating her virtuals.

In each meeting, she was sure to present solutions at **various price points<sup>5</sup>** and wove in **examples of successful projects<sup>6</sup>** she had worked on with her existing clients. She left behind a memorable business card – a Souvenir® Sticky Note™ 4" x 3" Pad **imprinted with her business information<sup>7</sup>** – for each person she met with.

In the end, each of the three groups she met with placed an order, including the human resources department, who gave each employee two Koozie® britePix® Can Coolers to celebrate Random Acts of Kindness Day – one for them to enjoy and one for them to give to someone else to keep the spirit of the day alive.

Employees were surprised and uplifted by the kindness campaign. A **visiting pharmaceutical rep<sup>8</sup>** loved the positive energy generated and asked for the distributor's name so they could recreate the event in their own company.



45081 | Koozie® Collapsible Can Cooler



45448 | Koozie® britePix® Can Cooler



P4A3A25 | Souvenir® Sticky Note™ 4" x 3" Pad, 25 sheet

products from brands you love







ICLGEL | BIC® Intensity®  
Clic™ Gel Pen

# why pens

are perfect for **all markets**

## The mighty promotional pen – put your brand in the hand of your customer!

It's no secret that writing instruments are a powerful promo, with a cost per impression of less than 1/10th of a cent and almost 90% of Americans owning promotional writing instruments.\* These useful everyday essentials fulfill a need in any vertical market, and there's a writing instrument to fit any budget.

### Why write with **Koozie Group**? All this for **FREE**:

- Setups – Including Multi-Color Imprints
- Imprint Color Changes
- Writing Ink Color Changes
- Virtual Samples
- Color Assortments or Mix & Match
- Exact Quantity Shipments
- Digital Customizable Flyers
- Samples† (up to \$10; freight not included)
- Elevated Ink Technologies (on select items)



## Put a pen in a **program!**

Color is an important part of brand identity. Pens like the **BIC® Clic Stic® Pen**, which comes in over 600 color combinations, offer plenty of options to create the perfect addition to any program. And if you have a customer with exacting needs, we can create custom colors, too.

USA



scan for details

Canada



scan for details

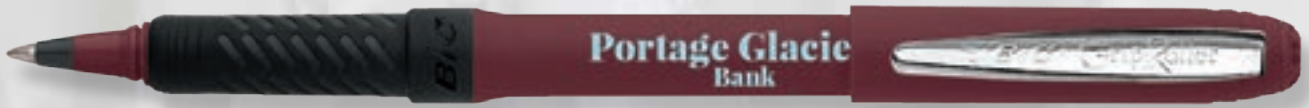
### informational resources:

\*ASI Global Ad Impressions Study | \*\*PPAI 2021 Consumer Study Report

†Visit [kooziegroup.com](http://kooziegroup.com) for additional information regarding random samples and large order pricing.



CS | BIC® Clic Stic® Pen



GR | BIC® Grip Roller Pen



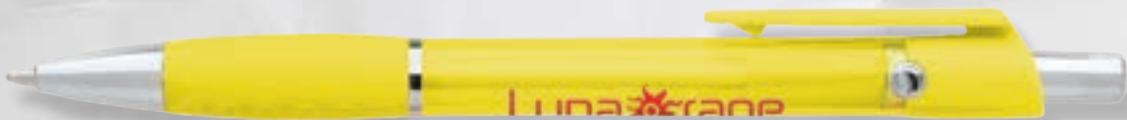
RS | BIC® Round Stic® Pen



TS | Tri-Stic® Pen



CL | Classic Collection | Clic™ Pen



ANTH | Souvenir® Anthem

**75%**

of consumers say they keep promotional products because they are useful\*\*

Promotional writing instruments are kept an average of **9 months\***

promotional writing instruments generate **2,400+** impressions throughout their lifetime\*

Koozie Group is the exclusive promotional products supplier of **the BIC® brand** in the US and Canada

We assemble **over 50** writing instrument styles in our Clearwater, Florida, facility

products from **brands you love**



5333 | Triumph®  
Calendars Full Color  
Stick Up, English grid



# why calendars

are perfect for **all markets**

**Use the power of promotional calendars** to connect every day!

Think printed calendars are obsolete or old-fashioned? Think again! Almost 70% of people use both a digital calendar and a printed calendar.\* Every single day, 365 days a year, promotional calendars put your brand message in front of customers.

**Seize the opportunities Koozie Group® calendars offer!** All this for **FREE**:

- One-Color Imprints on Many Styles
- Storage
- Combined Quantity Pricing
- Extra Sheets and Insights
- Backmounts on Triumph® Appointment Calendars



Put a calendar in a **program!**

Custom calendars are a great way to celebrate an organization's milestone anniversary or provide valuable company-specific information. Our program managers have over 300 years of combined experience, and they're here to make your custom calendar experience smooth and simple, from concept to completion.

USA



scan for details

Canada



scan for details

**informational resources:**





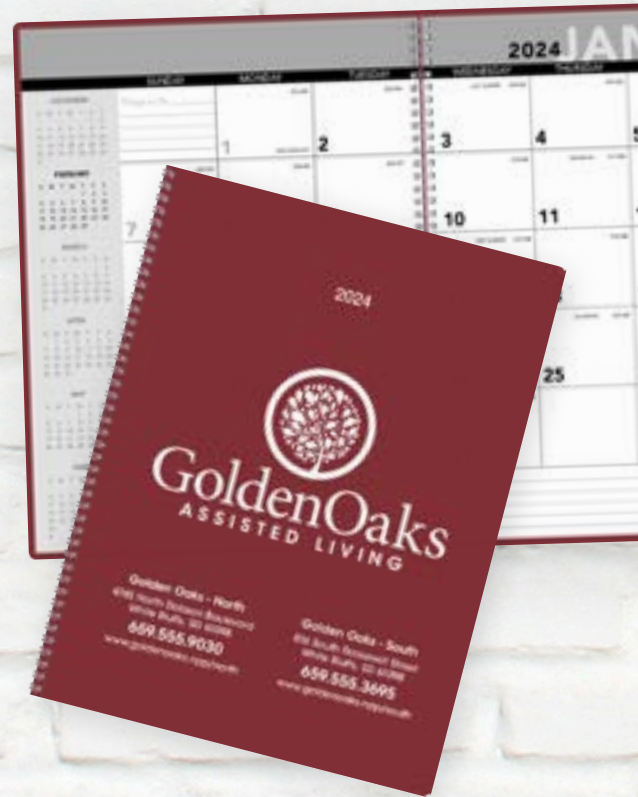
7082 | Good Value™  
Dad Jokes - Spiral



7001 | Good Value™  
Landscapes of America - Spiral



350 | Triumph® Calendars  
Small Quantity Custom - Spiral



8150 | Triumph® Calendars  
Monthly Planner

**62%**

of calendars are kept  
for a year or more\*\*

**Guaranteed  
Inventory**

on select styles through  
December 31

**nearly 95%**

of our calendars are either  
**Forest Stewardship Council®**  
(FSC®) or **Sustainable Forestry  
Initiative®** (SFI®) certified

Calendars generate

**673 impressions**

over their lifetime\*

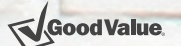
On average, calendar  
orders repeat for about

**8 years**

**We print and  
assemble**

almost all our calendars  
at our facility in Sleepy Eye,  
Minnesota

products from **brands you love**







SNC3A | Souvenir®  
Sticky Note™ 3" x 3" x 3" Cube

# why sticky note™ products

are perfect for **all markets**

## Everyday Essentials for Every Market!

You'd be hard pressed to find a home, school, or office that doesn't have a least one adhesive notepad or scratch pad lying around on a desk or tucked away in a drawer. That's what makes these versatile and cost-effective promo products industry bestsellers – no matter the vertical market or economic climate.

## We love the sticky stuff!

- Printed in the USA
- **FREE** set-ups and full-color imprints
- 250-piece incremental quantities
- Aggressive large order pricing
- Fast turnaround times
- **FREE** stock backgrounds and shapes
- **FREE** virtual samples
- Sturdy 60# vellum paper
- Reliable adhesive that really sticks



## Put a Sticky Note™ product in a **program!**

Pairing up adhesive notepads or scratch pads with another cost-effective promo product, such as a pen, delivers higher perceived value in the eyes of the recipient while keeping the total package budget friendly.

USA



scan for details

Canada



scan for details



**P3A3A25** | Souvenir®  
Sticky Note™ 3" x 3" Pad, 25 sheet



**P4A6A25** | Souvenir®  
Sticky Note™ 4" x 6"  
Pad, 25 sheet



**NS5A7A25** | Souvenir®  
5" x 7" Scratch Pad,  
25 Sheet



**P4A3A25** | Souvenir®  
Sticky Note™ 4" x 3" Pad, 25 sheet

## Our new digital web press

Is calibrated to leading print industry standards, producing dependable color replication within an order and across repeat orders. It is more efficient and appeals to a larger labor pool, which allows for quicker and steadier production times.



**SND4A25** | Souvenir®  
Sticky Note™ 4" x 3"  
Die Cut Pad, 25 sheet

## the materials matter



The mark of  
responsible forestry  
FSC® C170226

Souvenir® Sticky Note™ Pads  
are printed on paper certified  
by the **Forest Stewardship  
Council® (FSC®)**.



SUSTAINABLE  
FORESTRY  
INITIATIVE  
SFI-02011

Souvenir® Scratch Pads are  
printed on paper certified  
by the **Sustainable Forestry  
Initiative® (SFI®)**.

All our adhesive notepads and  
scratch pads are printed on paper  
sourced from sustainable sources –  
**with no upcharge.**

products from **brands you love**





# education



**46425** | Koozie® Handle Tumbler - 30 oz.



**BPS** | Souvenir® Pencil Solids

USA



scan for details

Canada



scan for details



**15845** | Koozie®  
Lunch-Time Cooler Tote



**45413** | Good Value™  
Front Runner Cap

### case study

In order to help ramp up attendance for its annual homecoming football game, a small college advertised that it would give away the **Good Value™ Front Runner Cap** to the first 500 fans who passed through the gates. Each cap featured the college's logo on it. The stylish, lightweight hats scored big with fans and all 500 of them were given away before kickoff.

### industry facts

- There are over 9,000 public libraries and more than 125,000 librarians across the United States.  
*Source: Statista*
- Over 80% of children ages 6 to 17 participate in at least one extracurricular activity.  
*Source: Urban Institute*
- There are over 50,000 tutors currently employed in the United States.  
*Source: Zippia*
- It is projected that there will be over 19 million students enrolled in degree-granting, post-secondary institutions in 2024.  
*Source: National Center for Education Statistics*



# education

## who's buying

- + tutoring programs
- + textbook companies
- + libraries
- + student government associations
- + school clubs/sports
- + school supply distributors
- + parent/teacher associations

Public schools employ over **3 million** Americans.

Source: National Education Association



**32472** | SCX Design®  
Notebook A5 with Power Bank  
4000 mAh

USA



scan for details

Canada



scan for details



**32171** | Good Value™  
Full Color Paper Folder





AP5040 | Atchison®  
On the Move Backpack



BLGP3 | BIC®  
Brite Liner® Grip 3-Pack

products from **brands you love**



# healthcare



USA



scan for details

Canada



scan for details

**15928** | Good Value™  
Value Notebook with Joy Pen





**AP8400** | ATCHISON®  
TranSport It Tote

**46243** | Tervis®  
Classic Tumbler - 16 oz.

### case study

A large healthcare system was looking for a way to say thanks to their hardworking nurses. They loved the idea of combining two items to create a higher perceived value and chose the **Tervis® Classic Tumbler – 16 oz.** and **TranSport It Tote.** These practical products worked for nurses both on the job or in their personal lives. The gifts created quite a buzz during Nurses Week, and feedback on employee satisfaction surveys several months later showed that the gift was still remembered and appreciated by the team.

**65068** | Good Value™  
Promo Retractable  
Badge Holder



### industry facts

- The U.S. healthcare industry is worth over \$8 billion.  
*Source: Zippia*
- There are over 18 million healthcare workers in the United States.  
*Source: Centers for Disease Control and Prevention*
- The digital health market is predicted to grow at a compound annual rate of over 17% between 2023 and 2030.  
*Source: Grand View Research*
- Over 50% of healthcare workers have reported feeling burned out in the last several years.  
*Source: Journal of General Internal Medicine*



# healthcare

## who's buying

- + hospitals & clinics
- + athletic trainers/  
physical therapists
- + pharmacies
- + health insurance  
companies
- + dental offices
- + mental health providers
- + imaging centers

Healthcare is the **fastest-growing** industry in the U.S. and globally.

Source: Zippia



**MPAB1A** | Good Value™  
PrevaGuard® Mouse Pad  
(7-1/2" x 8-1/2")\*

\*These products do not protect users or others from disease-causing bacteria, viruses, or germs.

USA



scan for details

Canada



scan for details

45140C | Good Value™  
Budget Mug - 11 oz. (colors)



32492 | SCX Design®  
Bamboo 10W  
Wireless Charger

products from **brands you love**



# finance



**45082** | Koozie®  
Summit Collapsible Can Cooler



**60760** | Titleist®  
2-Ball Business Card Box - Pro V1®



**61170** |  
Golf Tri-Fold Towel

USA



scan for details

Canada



scan for details





46249 | Tervis®  
Stainless Steel Tumbler - 20 oz.



16110 | Koozie®  
Olympus 9-Can Cooler

### case study

Using the slogan “Sign Up and Cool Down,” a bank ran a summer-long promotion and gave away the **Koozie® Olympus 9-Can Cooler** to anyone who opened a new account with them. People absolutely loved the giveaway! Many of them even said how the cooler was perfect for a day at the beach or even just taking their lunch to work with them. Before the end of summer, the bank had completely run out of the coolers and had to place a reorder to keep the promotion going!

### industry facts

- There are about 8 million Americans working in the financial services sector.  
*Source: Zippia*
- The U.S. financial services industry is worth about \$3.59 trillion.  
*Source: Zippia*
- The U.S. financial services industry accounts for almost 8% of total GDP.  
*Source: Zippia*
- The global travel insurance market is predicted to be nearly 8x larger in 2030 than it was in 2021.  
*Source: Statista*
- There are over 70,000 FDIC-insured bank branches in the United States.  
*Source: Federal Deposit Insurance Corporation*

# finance

## who's buying

- + accounting firms
- + banks
- + credit unions
- + insurance companies
- + investment services
- + stock brokerages
- + credit card companies



55773 | Good Value™  
Metal Twist Stylus Pen



32496 | SCX Design®  
Wireless Charging Mouse  
& Wireless Charger

USA



scan for details

Canada



scan for details





32169 | Good Value™  
Linen Paper Folder

{ The U.S. banking system has total assets of over **\$135 trillion.** }

Source: Statista

products from **brands you love**

koozie® tervis®  Good Value.

Titleist® SCX®  
design®



# DIY construction



USA



scan for details

Canada



scan for details

**15567** |  
Premium Stripe Chair



20081 | 25' Gripper Tape Measure

### case study

At its grand opening, a new hardware store gave away the **25' Gripper Tape Measure** to the first 50 people who made a purchase. The giveaway was the store's way of thanking customers for their support and helping them to get started on their upcoming home renovations and construction projects. Recipients were floored by the giveaway, and within a couple of hours, the store had handed out all of the tape measures and gained an immeasurable number of new customers.



21143 | Leatherman® Wingman®

### industry facts

- Americans spend \$538 billion at home improvement stores annually.  
*Source: Zippia*
- DIY projects are forecasted to grow at a rate of over 4.3% through 2027.  
*Source: Global Market Insights*
- There are currently more than 25,000 resale, consignment, and not-for-profit resale shops in the United States.  
*Source: National Association of Resale Professionals*



# DIY construction

## who's buying

- + craft studios
- + hardware stores
- + handicrafts marketplaces
- + garden centers
- + consignment shops
- + thrift stores
- + handyman services



**16002** | Koozie®  
Olympus 36-Can  
Cooler Backpack



**21086** | Good Value™  
Cushion Grip Knife



**20335** | House Tag  
Keyholder

USA



scan for details

Canada



scan for details

{ Americans spend more than **\$340 billion** on remodeling each year. }

Source: Global Market Insights



**46238** | Silipint®  
Straight Up Pint Glass - 16 oz.



back

**46088** | Koozie®  
Magnetic Can Cooler

products from **brands you love**





# real estate



USA



scan for details

Canada



scan for details

**32170** | Good Value™  
Gloss Paper Folder



30357 | Good Value™ House Clip



26278 | GCI Outdoor™ GCI Outdoor™ Kickback Rocker™

### case study

At a real estate company’s open house event, anyone who signed up to be on their mailing list was automatically entered to be one of 12 lucky winners to receive a **GCI Outdoor™ Kickback Rocker™**. The giveaway was meant to “make people feel at home even in the great outdoors.” Open house attendees said they felt very relaxed while sitting in the chair and they also loved how easy the item was to transport. By the end of the event, more than 100 people had signed up for the mailing list.

### industry facts

- There were 5.95 million homes sold in the U.S. in 2022.  
*Source: Zippia*
- Over 80% of buyers use real estate agents or brokers.  
*Source: Zippia*
- More than 7.8 million Americans are employed in the construction industry.  
*Source: Associated General Contractors of America*
- There are almost 300,000 property management businesses in the United States.  
*Source: IBISWorld*



# real estate

## who's buying

- + home builders
- + commercial real estate developers
- + condominium associations
- + property management services
- + law firms
- + real estate agencies
- + title companies

AP7470 | Atchison®  
Icy Bright Cooler Tote



46336C | Silipint®  
Redesigned Wine Glass - 12 oz.

USA



scan for details

Canada



scan for details

{ There are over **1.5 million** realtors in the United States. }

Source: Zippia

26022 | Sherpa Throw



products from **brands** you love



CLG | Classic Collection  
Clic™ Gold Pen



# utilities



**50043** | Reflective Safety Vest

USA



scan for details

Canada



scan for details

**16139** | ORCA®  
20 Quart Cooler





**32498** | SCX Design®  
Jumbo Wireless Power  
Bank 10,000 mAh

### case study

An electric company wanted to give away an item at a career fair that would help them stand out and get job seekers “charged up” about their company. They chose the **SCX Design® Jumbo Wireless Power Bank 10,000 mAh**. Attendees appreciated not only how handy this item was, but also how fitting it was that they were able to keep their devices powered up throughout the day thanks to an electric company. The giveaway helped generate dozens of applications.



**65035** | Good Value™  
Retractable Badge Holder



### industry facts

- There are over 54,921 utility workers employed in the United States.  
*Source: Zippia*
- In the United States, there are around 1,600 electric utility companies providing power to more than 140 million customers.  
*Source: Statista*



# utilities

## who's buying

- + electric companies
- + solar power installers
- + electrical supply businesses
- + wind turbine manufacturers
- + energy management software firms

Renewable electricity generation in the U.S. is expected to nearly double in the next decade.

Source: Statista



**45036** | Koozie®  
Six-Pack Cooler



**21207** | Good Value™  
Mini Aluminum COB Flashlight

USA



scan for details

Canada



scan for details



AP6810 | ATCHISON®  
Center Court Duffel



46173 | Koozie®  
Triple Vacuum Tumbler - 13 oz.



65073 | Good Value™  
Anodized Carabiner 8mm



31950 | Good Value™  
4" House Magnet

products from **brands you love**

koozie® Good Value® ATCHISON®

SCX design® ORCA



# freight & logistics

## who's buying

- + manufacturing
- + freight forwarders
- + logistics software firms
- + trucking companies
- + ports
- + railroads



**36422** | JAFFA®  
Orbit - Medium



**32494** | SCX Design®  
Maple Wood Wireless  
Power Bank 5000 mAh

USA



scan for details

Canada



scan for details



6603 | Triumph® Calendars  
Red & Blue Commercial Planner



21180 | Good Value™  
Wrist Strap Key Holder



15778 | Koozie®  
12-Can Duffel Cooler

### case study

To show its appreciation to its drivers for working extra hours during the holiday season, a delivery service gave each of them the stylish **Koozie® 12-Can Duffel Cooler**. The drivers were revved up about the gift, especially because it could keep so many food items cold while driving around on the job or even on their personal travels.

### industry facts

- There are over 11 million manufacturing employees in the United States.  
*Source: IBISWorld*
- The U.S. has over 500,000 long-distance freight trucking businesses.  
*Source: IBISWorld*
- More than 21 billion parcels are delivered each year in the U.S.  
*Source: Statista*
- More than 11 million maritime containers arrive at U.S. seaports every year.  
*Source: U.S. Customs and Boarder Protection*

products from **brands you love**





# insurance

## who's buying

- + health insurance companies
- + auto insurance agencies
- + home insurance agents
- + car dealerships
- + financial insurance businesses
- + liability insurance providers
- + life insurance firms



**16083** | Good Value™ Challenger Slingpack

USA



scan for details

Canada



scan for details



**15807** | KAPSTON® Pierce Backpack



**MP1A** | Good Value™  
1/8" Fabric Surface Mouse Pad  
(7-1/2" x 8-1/2")



**AP7600** | ATCHISON®  
The Big Chill Cooler



**36420** | JAFFA®  
Stellar



**MGBC20** | Good Value™  
20 Mil 4-Color Process  
Business Card Magnet

## case study

As a way to thank its policy holders after one year in business, an insurance company sent each of them a thank-you note along with the **Good Value™ 20 Mil 4-Color Process Business Card Magnet** in the mail. The magnet included the insurance company's branding, phone number, email address, and website. Many recipients said how much they appreciated the gift and particularly liked the fact that it made it easy to find the insurance company's contact information when they had questions about their policy.

## industry facts

- In 2021, the U.S. insurance industry's net premiums written totaled \$1.4 trillion.  
*Source: Zippia*
- There are almost 6,000 insurance companies across the United States.  
*Source: Zippia*
- The U.S. insurance industry employs 2.86 million people.  
*Source: Zippia*
- The global travel insurance market is predicted to be nearly eight times larger in 2030 than it was in 2021.  
*Source: Statista*

products from **brands you love**





# food & beverage

## who's buying

- + restaurants
- + grocery stores
- + coffee shops
- + bars
- + labeling and packaging producers
- + food and beverage distributors
- + delivery services



**AP8190** | Atchison®  
Dual-Carry Tote



**16113** | Koozie®  
Rowdy Fanny Pack Cooler

USA



scan for details

Canada



scan for details



45443 | Koozie®  
Picnic Basket



46139 | Good Value™  
Bistro Mug Color - 12 oz.



TWP | Classic Collection  
Pivo® Pen



46087 | Koozie®  
Bottle Opener Can/Bottle Cooler

## case study

A pub sent out a flyer to everyone on their mailing list to let them know about their upcoming St. Patrick's Day deals and specials. Along with the flyer, they also included a lime green **Koozie® Bottle Opener Can/Bottle Cooler** featuring the pub's logo. Thanks to the promo and a wee bit of Irish luck, the pub was jumping with green-clad merrymakers from opening until close. Many patrons told the employees how much they loved using the product they received, both for opening bottles and keeping their drinks nice and chilled. Several of them even brought it with them to the pub that day!

## industry facts

- Americans drink over 400 million cups of coffee per day.
- There are over 650,000 restaurants in the United States.
- 51% of Americans use delivery services to purchase meals from restaurants.
- The restaurant industry employs over 7% of the workforce in the United States.

Source: Zippia

products from **brands you love**





# government

## who's buying

- + international relations organizations
- + consultants
- + governmental agencies
- + military branches
- + intelligence community
- + county & city governments
- + lobbyists

15806 | KAPSTON®  
Pierce Briefcase



USA



scan for details

Canada



scan for details



4278 | Triumph® Calendars  
Large Econo Desk



15955 | KAPSTON®  
Natisino Backpack



46311 | Koozie®  
Triple Vacuum  
Tumbler - 16 oz.

### case study

For Public Service Recognition Week, municipal leaders wanted to show appreciation to city employees, so they gave each of them a gift that included the **Koozie® Triple Vacuum Tumbler - 16 oz.** The tumbler featured the town's logo on the front and the words "Hometown Hero" on the back. Each tumbler was stuffed with candy and a gift card. The employees were very touched by the gift and the message on the tumbler. Many of them even said they would enjoy the tumbler every day when taking their lunch breaks.

### industry facts

- The U.S. government employs over 1.8 million people.  
*Source: U.S. Office of Personnel Management*
- There are about 90,000 state and local governments in the United States.  
*Source: Dun & Bradstreet*
- Almost 1.2 million men and women are serving as active-duty personnel in the U.S. military.  
*Source: Statista*

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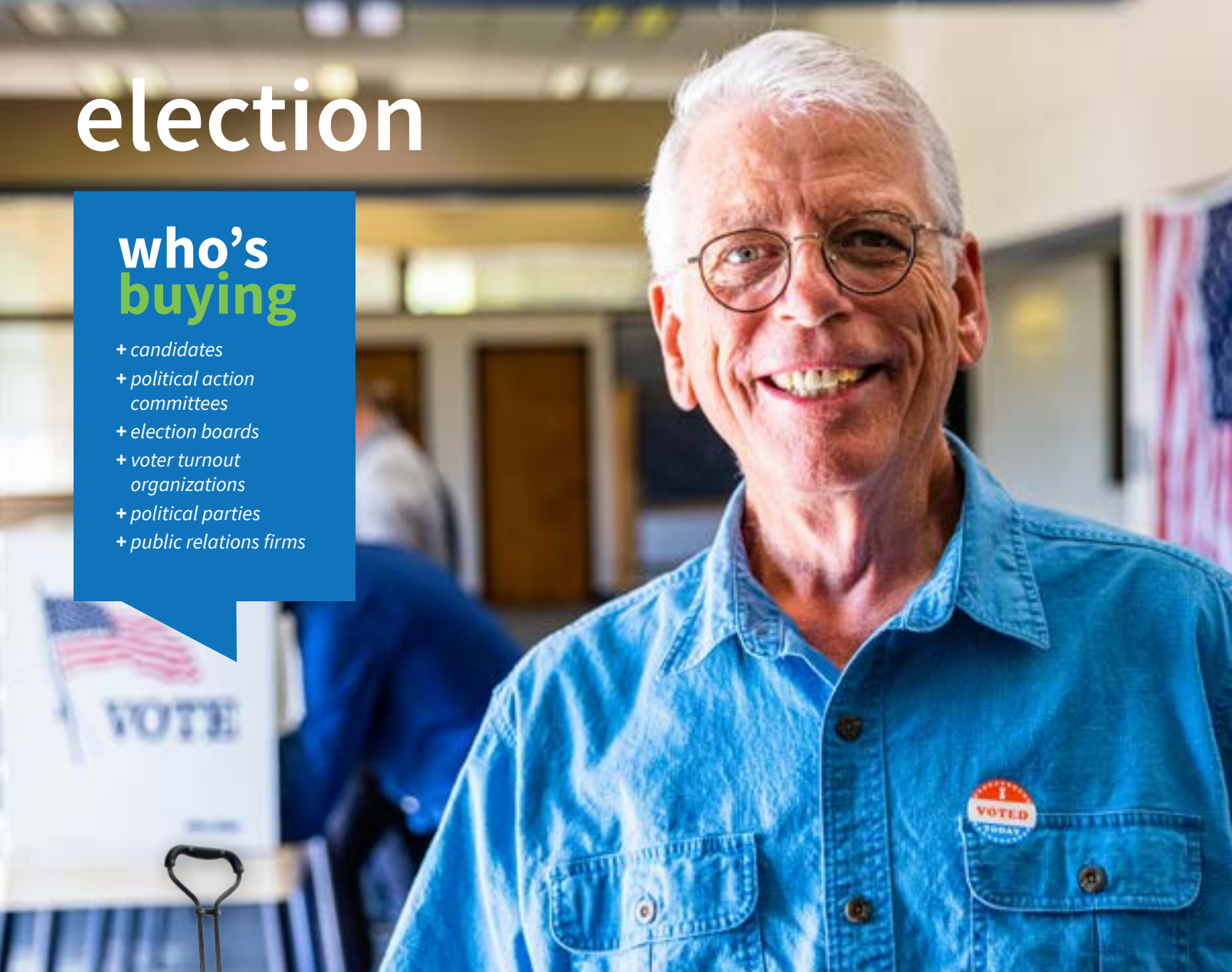




# election

## who's buying

- + candidates
- + political action committees
- + election boards
- + voter turnout organizations
- + political parties
- + public relations firms



USA



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Canada



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**26246** | Koozie®  
Collapsible Folding Wagon

**65221** | Universal Source®  
Silicone Awareness Wrist Band



15039 | Good Value™  
Drawstring Backpack.



21190 | Good Value™  
Dual Function Whistle  
and Keylight



DCWB | Classic Collection  
Digital WideBody® Pen

## case study

A town councilman candidate wanted to hand out an item to supporters at an upcoming campaign rally. He selected the **Digital WideBody® Pen** because its colorful 360-degree imprint really helped his messaging stand out. Plus, this refillable pen could be used repeatedly, thereby creating an unlimited number of impressions. Recipients loved the useful giveaway, with many asking if they could take extras for fellow supporters who were not able to attend the rally.

## industry facts

- There are over 150 million registered voters in the United States.  
*Source: U.S. Census Bureau*
- Almost 90% of Americans identify with or lean toward one of the two major political parties.  
*Source: Gallup*
- Writing instruments account for 75% of promotional products sold to political campaigns.  
*Source: ASI Global Ad Impression Survey*
- Promotional products have been a part of political campaigns dating all the way back to commemorative buttons created to recognize George Washington's inauguration.  
*Source: Smithsonian Institution*

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# consumer essentials

## who's buying

- + grocery stores
- + gas stations
- + discount retailers
- + drug stores
- + big box stores
- + convenience stores
- + department stores



15936 | Koozie®  
Sport 20-Can Cooler



45417 | Koozie®  
Zip-Up Bottle Cooler

USA



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Canada



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32481 | SCX Design®  
Speaker Light Ring 3W



NS3A9A50 | Souvenir® 3" x 9"  
Scratch Pad, 50 Sheet



45791 | Good Value™  
Poly-Clean® Bottle - 27 oz.



45624 | Good Value™  
Grocery Tote

### case study

With a new state law banning single-use plastic bags set to go into effect within the next month, a grocery store held a weeklong promotion that involved giving away the **Good Value™ Grocery Tote** to customers who spent over \$30. Shoppers were grateful that they now had a reusable bag for their groceries, and they showed it by recommending the store to their friends and neighbors. Thanks to its “green” giveaway, the store saw a 23 percent increase in sales over the next quarter.

### industry facts

- In 2021, Americans spent just a little over 10% of their disposable income on food.  
*Source: U.S. Department of Agriculture*
- Americans spent almost \$850 billion at grocery stores last year.  
*Source: U.S. Department of Agriculture*
- There are over 35,000 dollar stores in the United States.  
*Source: Statista*

products from **brands you love**





# hotel & budget travel

## who's buying

- + hotels
- + spas
- + souvenir shops
- + tour companies
- + resorts
- + cruise lines
- + travel agencies



**46189** | Good Value™  
Dye Sublimation Mug - 11 oz.



**AP5080** | Atchison®  
Cutie Patootie Slingpack

USA



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Canada



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**30296 |**  
Full Color Luggage Tag



**32441 |** Good Value™  
Polka Truly Wireless Earbuds

**32461 |** SCX Design®  
Eco Quatro Light Cable



### case study

Looking to encourage guests to rebook their next visit with them early, a vacation resort gave away the **SCX Design® Eco Quatro Light Cable** to the first 500 people who rebooked. Guests were very excited about the cable, whether it was because of the illuminated logo, the fact that the cords are made from RPET materials, or just because they appreciated having an extra charger for their devices! The promotion proved so popular that the resort ended up giving away all of the devices within a few weeks and experienced a higher-than-usual number of returning guests over the next year.

### industry facts

- The U.S. accommodation industry employs about 1.6 million people.  
*Source: Zippia*
- There are over 90,000 hotel and motel businesses in the U.S.  
*Source: Zippia*
- Americans are forecasted to spend \$880 billion on leisure travel in 2023.  
*Source: U.S. Travel Association*
- Two-thirds of Americans bring back a souvenir from their travels.  
*Source: YouGovAmerica*

products from **brands** you love





# agriculture

## who's buying

- + tractor manufacturers
- + implement dealers
- + seed companies
- + veterinarians
- + agriculture-related organizations
- + farm cooperatives
- + banks and ag lenders



**45345** |  
Outback Cap



**46049** | Koozie®  
Mossy Oak® britePix® Can Cooler

USA



scan for details

Canada



scan for details



45009 | Good Value® Captain's Chair



45773 | Koozie® Zippered Insulated Grocery Totes

### case study

To celebrate its first anniversary and as a way to say “Thank you for helping us to grow,” organizers of a weekly farmers market gave away 50 **Koozie® Zippered Insulated Grocery Totes** to customers each week for a month. The bags were a big hit, as customers appreciated having a single item that they could use to keep their food stored and fresh until they got home. The giveaway proved to be a great idea as many returning customers continued to bring the bags with them to the market each week, and the promotion drew many new customers, as well.



26097 | Koozie® Backpack Cooler Chair

### industry facts

- Over 20 million full- and part-time jobs are related to the agricultural and food sectors in the U.S.  
*Source: United States Department of Agriculture*
- There are almost 70,000 tractor and agricultural machinery manufacturing employees in the U.S.  
*Source: IBISWorld*
- There are over 8,000 farmers markets in the United States.  
*Source: U.S. Department of Agriculture*
- There are almost 50,000 veterinarians currently employed in the United States.  
*Source: Zippia*

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good  
growing



US: 40480  
CAN: 40481



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