

The 5 needs of every student

85%

Are online ads the best way to promote your brand to students? Far from it! Promotional products are the way to go. In fact, it's the world's most impactful advertising medium, with **85% of recipients remembering the brand** they receive items from.

Grade 1: Essentials



4,400 impressions

Awareness is the name of the game! On average, these products generate **4,400 impressions throughout their lifetime**. Talk about bang for your buck at the lowest cost per impression.



Notebooks

Classrooms are filled with open notebooks. Don't miss out on this promotional opportunity.

Pens

9 out of 10 students own promotional pens, making it the most frequently seen promotional item on campus.

Keychains

Students need keychains to carry keys for school, their bikes and locker rooms at the gym.

Backpacks

Nice, padded backpacks are the easiest way to keep students from straining their back.

Water bottles

Want a lot of brand exposure? Water bottles generate **1,400 impressions** in their lifetime.



Grade 2: Safety

13 months

Safety products are **kept for 13 months on average!** Beats every banner in the world and increases your brand's staying power in the minds of the recipient at an unmatched level!



Hand gels

Hand sanitizers and gels kill **99.99%** of germs and bacteria—something that's more needed than ever.

Masks

Staying safe while on campus, during lectures, and while studying in the library is a requirement.

Umbrellas

6 out of 10 of students need a high-quality umbrella to keep their notebooks and laptops dry. Want in?

USBs

Students keep their USBs for **over a year**. That's a lot of visibility for your brand.

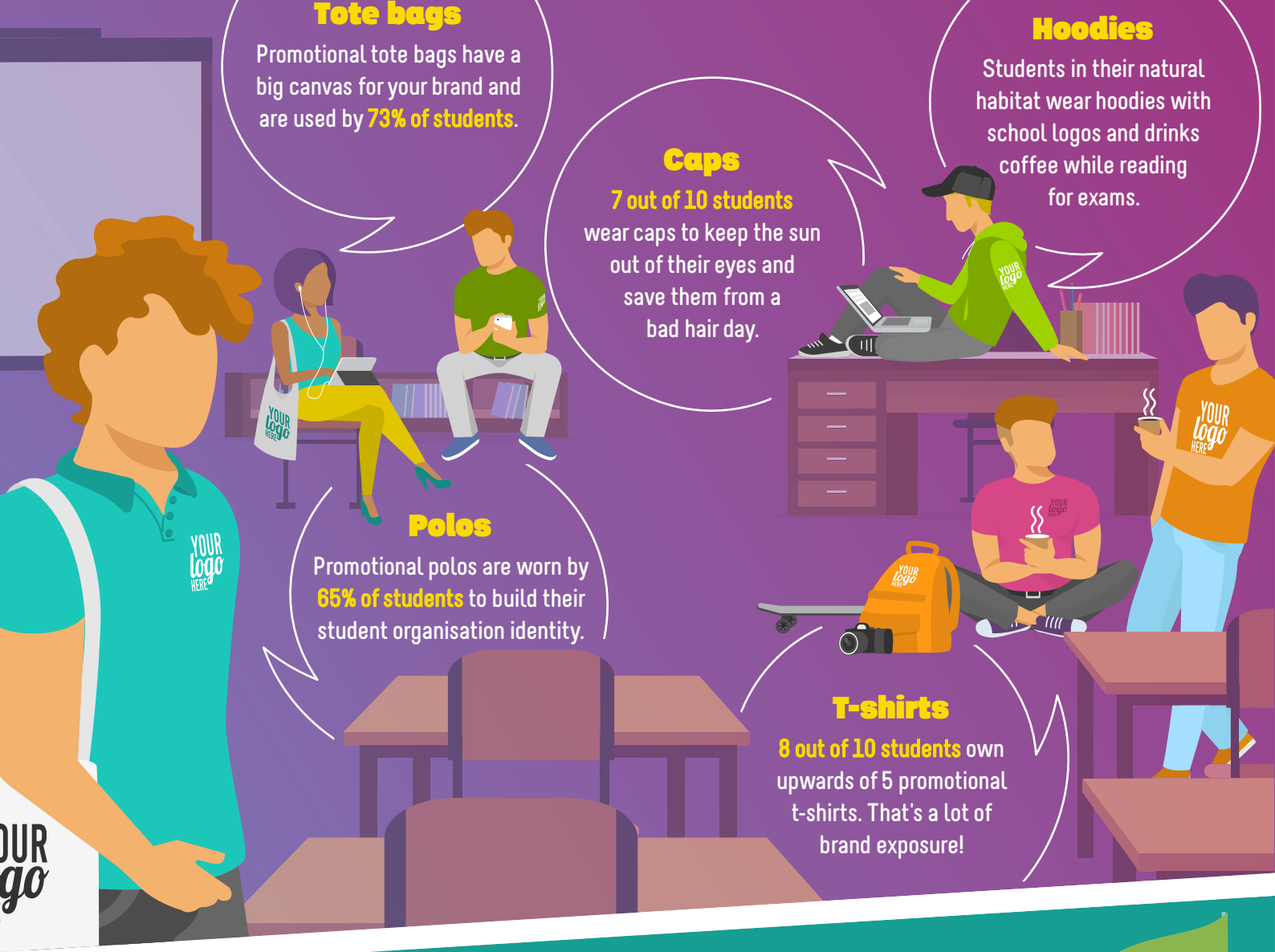
Power banks

41% of the students who use power banks every week are grateful for your promotional gift.

Grade 3: Belonging



Everyone wants to feel a part of something, and everyone wants to belong. No wonder **7 out of 10 students** own branded t-shirts, hoodies, or other pieces of clothing. **Join the club!**



Tote bags

Promotional tote bags have a big canvas for your brand and are used by **73% of students**.

Caps

7 out of 10 students wear caps to keep the sun out of their eyes and save them from a bad hair day.

Hoodies

Students in their natural habitat wear hoodies with school logos and drinks coffee while reading for exams.

Polos

Promotional polos are worn by **65% of students** to build their student organisation identity.

T-shirts

8 out of 10 students own upwards of 5 promotional t-shirts. That's a lot of brand exposure!

Grade 4: Recognition

#1 influence

The **no. 1 most influential factors** in how students view your brand are products from strong brands or products focused on sustainability. Combined, it's even better! These product categories nets your brand positive word of mouth.



Eco

Did you know that students between ages 18-24 are the most environmentally friendly age group? As a result, they want your brand to be too.

Titleist®

There are around 60 million golf players worldwide. A lot of those are students and teachers ready to tee off.

Gifts

Give a student a graduation gift, and they'll keep it forever. That's promo money well-spent.

Kambukka®

Students need a quality water bottle or thermos to keep their water chilled and coffee hot.

PopSockets®

Smartphones everywhere! PopSockets are your way into every student's hand as they walk around campus.

Grade 5: Extracurricular

Don't leave your branding opportunities in the classroom. **50% of students** say that functionality is the most important aspect of promotional products. Find products they can use outside of school during their own time.



Music

Students listen to music or podcasts every day—help them do that and you'll be remembered.

Suitcases

Let your brand experience the world while students travel during holidays, and go on exchange.

Games

All students need a way to stimulate their brains, and a lot of students accomplish that with games.

Cooking

Students quickly realize eating out is expensive making them grateful for an insulated food container.

Sports

To break away from books and exams, almost all students play sports or frequent the gym.

Need help with your promotional product marketing strategy?

IGO Promo is an organization with **75 years** of experience in making businesses like yours **stay top of mind**. We've helped over **500,000 customers in 13 markets** by providing personal advice. Contact us on **1850 812 813** or by email at info@igopromo.ie to receive world-class promotional product advice.

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