

WHAT MERCH MOVES

MERCH
MOVES
US

ADVERTISING PEOPLE KEEP

Digital impressions come and go. Useful branded merchandise can be kept, carried, worn, shared and remembered. That continued use gives brands a physical place in people's lives — and gives marketers a channel built for memory, participation and lasting connection.



BRANDED MERCH FACTS

LOWEST CPI: 0.6¢ per impression
(average cost per impression for branded merch)*

87% actively used branded merchandise

\$338B spent on branded merchandise

Up to **8x lower carbon impact** per memorized impression than digital advertising

#1

#1 in likeability vs other forms of media

#2

#2 in brand recall vs other forms of media

If it's INTENTIONAL, IT STAYS.

Over HALF of consumers keep items for daily utility

Sources: *ASI Global Advertising Impressions Study (2026/2027), Dentsu – Global Ad Spend Forecasts, Dec 2025, PPAI / Oxford Economics – Branded Merchandise Global Market Report, PPAI – 2025 U.S. Distributor Sales, IAB / PwC – Internet Advertising Revenue Report FY2025, Winterberry Group – Outlook 2026, OAAA – 2025 OOH Revenue, Harris Poll / OAAA – 2025 OOH Consumer Study, Solomon Partners – Advertising Recall Analysis / 2025 Recall Comparison, PPAI Consumer Research / AdMap working analysis