



As temperatures sky rocket and more people head to beaches, water parks, and other fun vacation destinations, they all have one thing in common: they'll be bringing things with them.

Whether they're jet setting across the globe to an exotic local or just walking to the local fishin' hole, they won't be going it alone. They'll be toting their cell phones, laptops, beach towels and sunscreen. They may be packing some snacks for the journey and they'll definitely have their tunes, but the question you should be asking yourself is: are they bringing my branding?

Do Promotional Bags Work?

According to a study done by the Advertising Specialties Institute, [promotional bags](#) deliver the most logo impressions, averaging about 1,038 per month. Does that mean that should you choose to give out promotional bags, your business will increase tenfold? No, but it does mean more people will be seeing your branding as opposed to if you chose not to give them out. Additionally, ASI revealed that bags were the fourth most commonly owned promotional item, behind pens, shirts and caps. Bags were also reported to be the most frequently used, on average 9 times per month. Branding exposure at it's finest.

Why Summer?

The facts stated by the Advertising Specialty Institute were reported as key findings that can be stated as truths throughout the year. So what makes the summer a great time for [promotional bags](#) to be given away? Firstly, when temperatures spike, people wear less. Tanks and tees replace sweatshirts. Ladies tend to favor skirts and dresses, over jeans and pants. The lack of pocket space seems insignificant, but when people have no sweatshirt or jacket pocket for a cell phone or a wallet, they'll turn to a bag.

Secondly, when people travel, they bring more things with them. Whether it's a beach towel and some sunscreen or a cooler full of food, they need space to carry their things. In this economy, no one is going to go out and buy a drawstring backpack to bring with them to the water park. And money won't be spent on beach bags. With the fact that people use promotional bags 9 times a month, it can be assumed that the [custom tote bags](#) you gave out at the last trade show will be seen everywhere from the town pool to the city streets.

What's the Best Summer Bag?

Bags: The Ultimate Summer Accessory - Promotional Products Articles

Written by Sarah Shepherd
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Here's a fun debate for all you buyers out there. When giving out summer bags, what kind do you choose? Do you want something simple like [custom tote bags](#) or something more modern, like a drawstring backpack? While several people tend to favor totes during the summer months, because they're perfect for beach goers, others prefer backpacks and messenger bags. The age old adage applies here too: To Each, His Own. What works for your branding? What colors work best with your logo? What will stand out and what's the most functional. Consider asking these types of questions to your promotional consultant because they'll be able to help you. They've got the experience behind them to tell you what the best summer bag is for your event or promotion

As was previously mentioned, promotional bags are used on average 9 times a month, generating approximately 1,038 logo impressions. And while this article is focusing on bags as giveaways for the summer months, the facts can't be ignored. Promotional bags are great branding opportunities.