

# CATEGORY SPOTLIGHT DRINKWARE



**78%** of consumers own promotional Drinkware

Promo Drinkware that costs \$7 will have a CPI of under



**1/2**  
of a cent  
per impression!

**84%**

of **baby boomers** own promotional Drinkware



**71%**

of Gen X'ers are **more likely to do business with the advertiser** who gave them Promo Drinkware

**1,400**

Number of **impressions** Promotional Drinkware generates throughout its lifetime



Promo Drinkware is kept an average of

**12 months**