

Consumer Promotions Report

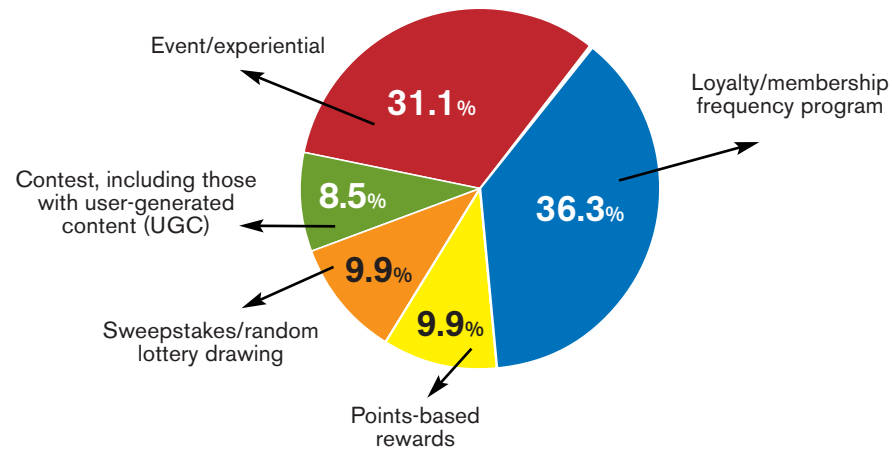
Incentive's latest research shows promotional marketing is still booming

By Leo Jakobson

You're spending more money on consumer promotions and running more of them to boot. We say this based on more than just the results of the research the following pages. The Incentive Federation's Market Size Study, released in September, shows that spending on consumer promotions

nearly tripled—to \$12.6 billion—between 2000 and 2006. Our newest Consumer Promotions Report ("FACTS Report" no longer) certainly reflects that: The number of companies running one to three promotions a year is declining, while the number running four to six, seven to 10 and more than 10 have all increased over last year.

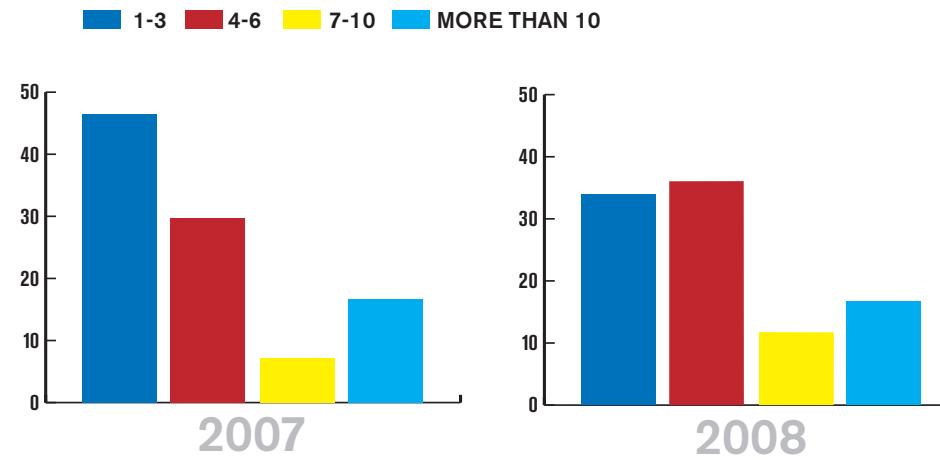
What type of consumer incentive programs have you found to be most effective in achieving your goals?



What type(s) of rewards do you prefer in your consumer incentive program?



How many consumer promotions did you hold?

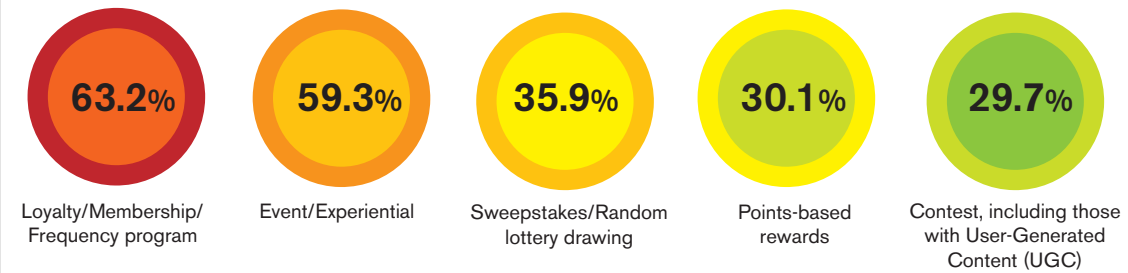


There's More

Complete results of *Incentive* Report: Consumer Promotions, including several questions not included here, are available at www.incentivemag.com/promo2008

Among the data that you'll find online is a look at which types of rewards *Incentive's* respondents use most in their consumer promotions (hint: it was merchandise), and for those programs using merchandise or travel, the average cost of the rewards used. We also break down the types of merchandise awards used. So check it out.

What type(s) of consumer incentive programs do you run?



What are the main goals of your consumer incentive programs?

