

April 3, 2012

The Honorable Benjamin J. Cayetano  
Post Office Box 161060  
Honolulu, Hawaii 96816  
bjcayetano@aol.com

Dear Mr. Cayetano:

On behalf of the Promotional Products Association International (PPAI), I write to ask that you take into account the impact on Hawaii and its citizens if you consider setting any limitations on the marketing efforts or the purchasing plans of State agencies.

The promotional products industry plays an important role in the Hawaiian economy—collectively the industry provides \$6.97 million annually and much needed small-business based jobs. Although promotional products play an important role in making the public and other audiences aware of important initiatives and are essential elements in successful marketing programs, all too often this industry comes under scrutiny when budgets are tight and cuts must be made.

State governments, businesses, organizations and the national government are making tough decisions about where to invest resources, and the promotional products industry appreciates the difficult choices that must be made. Despite budget strain, the government and its agencies must market its programs. We maintain that when an organization needs to cut marketing dollars, the decision should be based on the effectiveness of the marketing mediums in consideration.

In order for government agencies such as Honolulu Authority for Rapid Transit Administration (HART) and the Honolulu Rail Authority to be effective, they must first keep the lines of communications open to the citizens they serve. One of the most important things to remember in the success of any government service program is what the benefits are and how to gain access them. Promotional products are an integral part of this process and assure the information is always close at hand.

Promotional products are proven to be one of the most effective media available to advertisers. Because promotional products are tangible, useful and highly targeted to the audience they reach, 58 percent of consumers retain them for one to more than four years, delivering the highest rate of reach, recall and return on investment in the advertising industry.

Promotional products and the messages they carry help national, state, county and local governments to keep their citizens informed and well prepared by providing essential public service information in a timely and reliable manner through the best communications medium possible – promotional products. Studies show that a company using a promotional product as its primary marketing piece gains an 85-percent increase in positive brand image by consumers. For more information: [www.ppai.org/research](http://www.ppai.org/research).

I am happy to talk with you about the effectiveness of promotional products and the vibrant business community I represent. I can be reached at 972-258-3050 or by e-mail at [PaulB@ppai.org](mailto:PaulB@ppai.org).

Sincerely,



Paul Bellantone, CAE  
President and CEO  
Promotional Products Association International

cc: Malia Zimmerman, Hawaii Reporter, [Malia@hawaiireporter.com](mailto:Malia@hawaiireporter.com)  
Michael Levine, Honolulu Civil Beat, [mlevine@civilbeat.com](mailto:mlevine@civilbeat.com)