

## Figure 8. Consumer Recall Metrics

### RECALL (rə'kôl)

*noun* 1. An advertising medium's ability to prompt brand recall.

*verb* 2. Capturing brand staying power in consumer memory.

#### PROMOTIONAL PRODUCTS

9 IN 10

Number of consumers who remember the brand from the promotional product they received.



Number of consumers who remember specific advertisers when using these types of media:



#### BROADCAST



3 IN 10

#### ONLINE



2 IN 10

#### PRINT



2 IN 10

#### MOBILE



2 IN 10