

Marketers spent \$233.7 billion on promotions in 2002, compared with \$211.7 billion on advertising, according to the 2003 Promotion Trends report from Primedia's Promo magazine published in Business to Business. The study, which was conducted in conjunction with the Promotional Marketing Association, found that promotions are increasingly being used as branding, too.

-- PPBO nline, **The Business Monthly of PPAI**

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"The Promotional Marketing Association (PMA) reports that promotion spending in the United States, exceeded advertising spending in 2002. Claire Rosenzweig, CAE president, PMA states that "consumers are responding to promotions with 60% indicating that they have 'purchased a brand due to promotion' in the past 12 months." Promotions are drawing consumer attention and engaging "them on a personal level to forge a strong connection with the brand, and drive sales."

-- PMA, **Press Release (March 25, 2003)**

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