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When it comes to promotional items most companies look for things that are small and light while being useful to the recipients and not costing the company too much. They should also have space on them for the branding so that the people who use them will get that name into their minds. Then when the goods or services that company sells are needed, they will be the first to be contacted. Branded usb sticks fit the bill in all these requirements.

When they first came out, memory sticks were quite expensive and so were not even considered for promotional gifts or for giveaways. When it came to promotional items, pens and pencils, key-rings, coffee mugs, paperweights or even carry bags were used. All such objects are inexpensive, yet have plenty of space for the company logo and even for contact details such as a phone number.

Additionally, those objects have high perceived value and were useful, which meant that they were out in the public gaze quite a lot. Or if not seen by the general public, at least they would be viewed by the recipient several times a day. Tote bags were favoured too since they would certainly be taken out into public where many people would see them. Pens are used often and often passed around. They sit on the desk or are pushed into a pocket where the top is still quite visible.

However, since the price of custom usb sticks has fallen and it may be possible to get discounts by buying in bulk, they are now often used as promotional items. Nearly everyone who uses a computer would find a memory stick useful. It can sit in the side of a laptop where its flickering light will attract many glances in the office or wherever the laptop user happens to be.

Giving such items as promotional usb sticks is all about getting the name of the company out there to be seen by members of the general public. It generates goodwill as the company is perceived as generous to give such gifts. Gifts such as these have more value than an advertisement in a newspaper, which may be seen by the reader or may not even be noticed at all before the paper is thrown away.

But a giveaway will be around for many months and in that time the user and others will certainly see it and most probably have the name of the company in their mind each time they use it. Such promotion is seen as invaluable by the company, which is why promotional gifts are considered so important.

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