

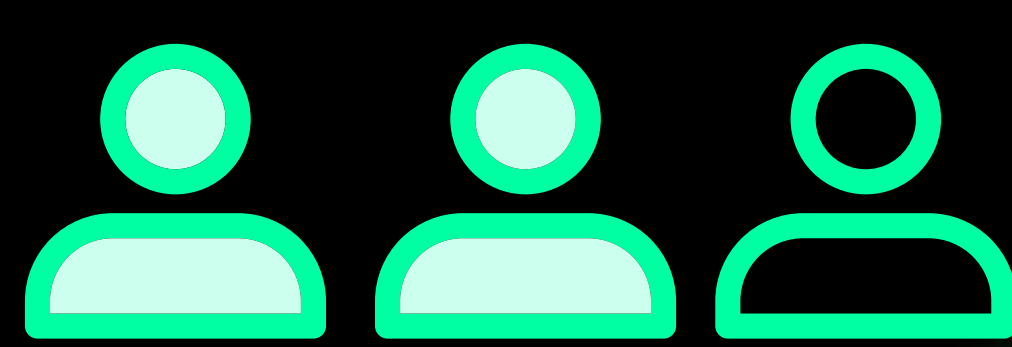


# Bag the Branded Backpack. Cancel the Cactus.

They may seem small, but corporate gifts matter! As the “Great Resignation” stretches on and “Quiet Quitting” takes root, employers are scrambling to keep people happy.

We surveyed consumers to get their thoughts on corporate gifts. We learned a lot about what employees want - and how important it is to get it right.

**2 in 3 employees** reported that a great corporate gift would make them more likely to stay with their current employer.



**Great gifts make a difference!**

## But what makes a great gift?



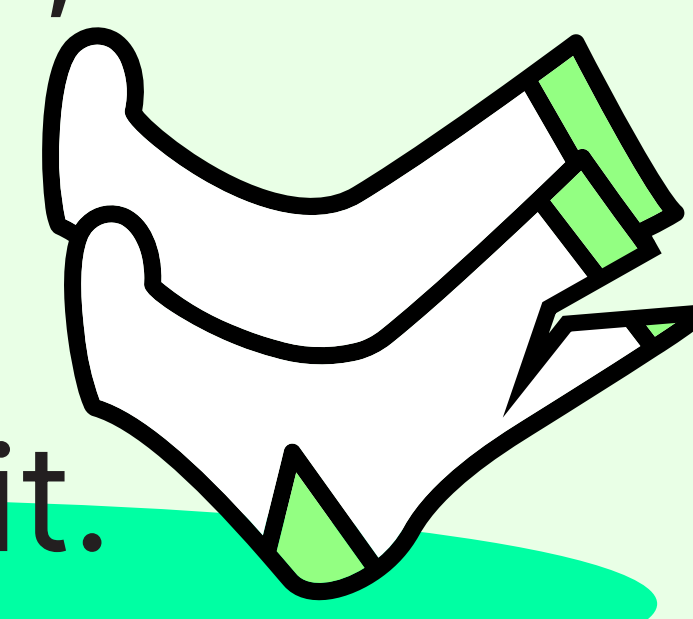
Branded gear is a go-to. **82%** of respondents have received “swag.”



But only **38%** of those people use the item regularly.



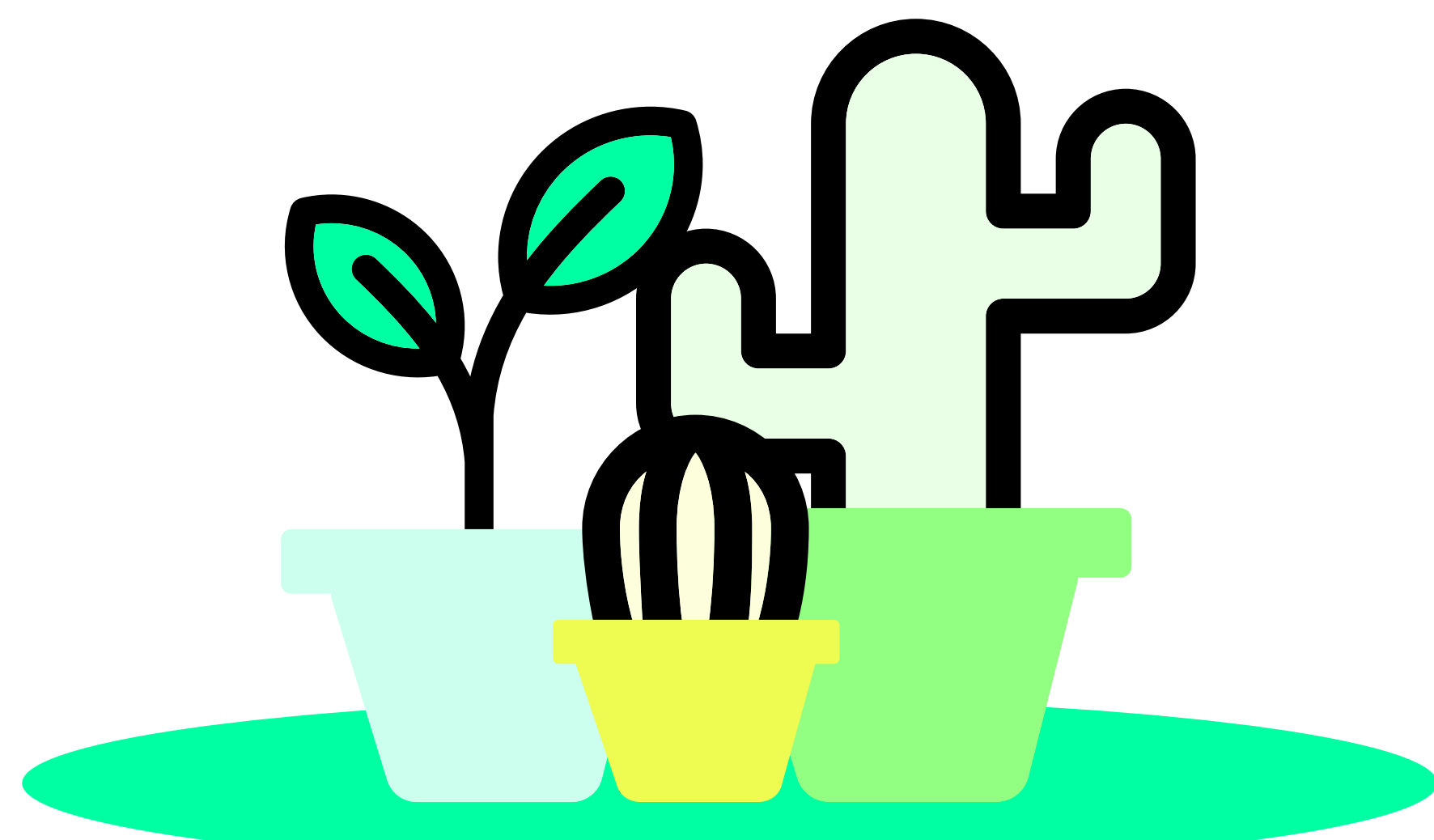
And, for an unfortunate **11%**, the branded clothing they received didn't fit.



## What about plants?

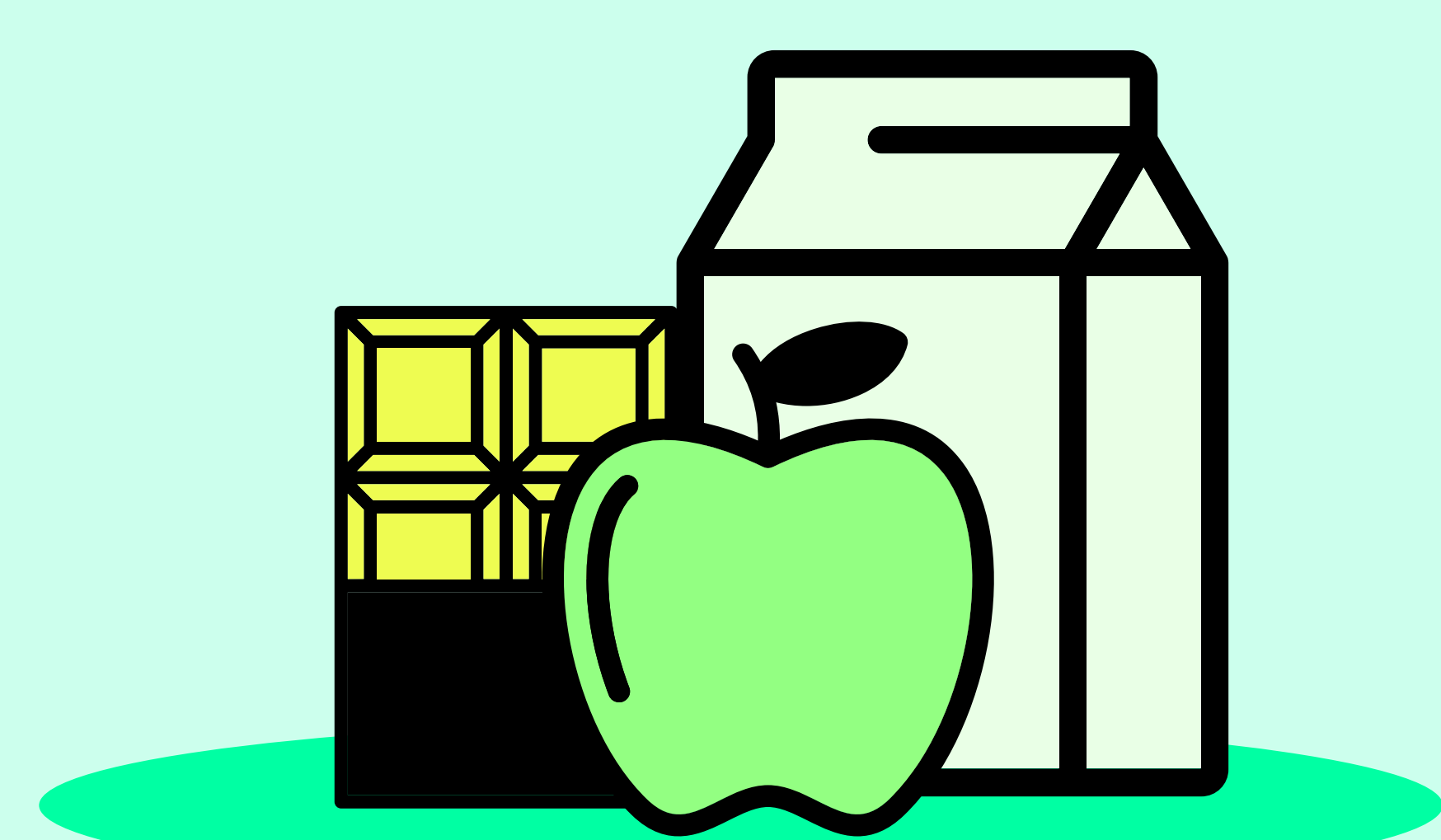
They're pretty! They clean the air!

**83%** of respondents “liked” or “loved” the plant they received!



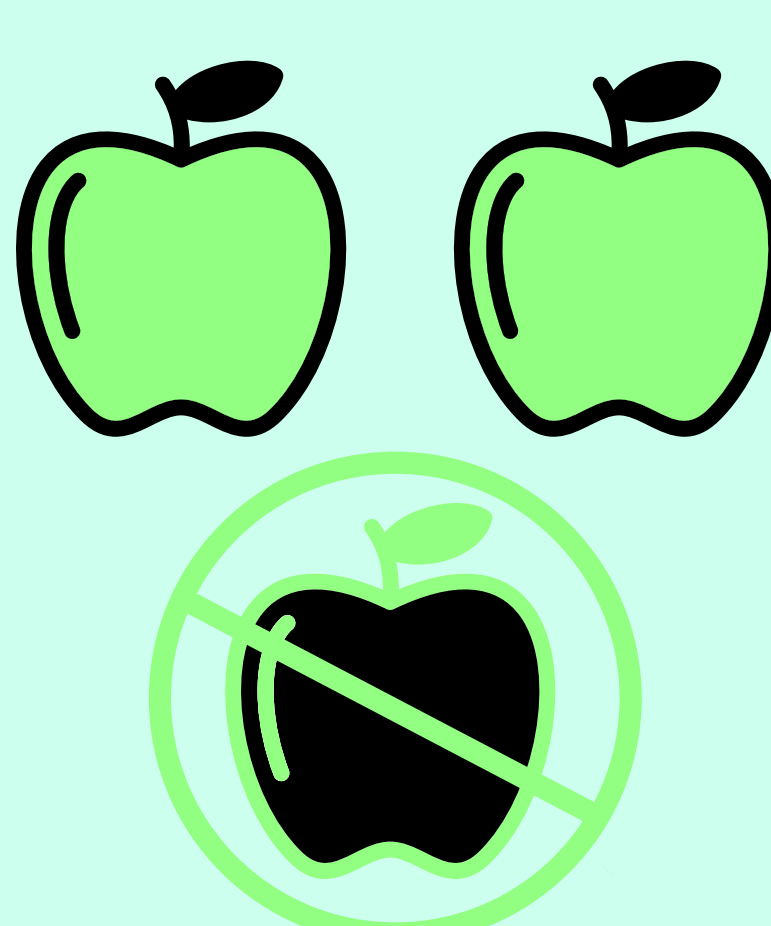
But **21%** of respondents report that the plant is no longer living.

## How about food? It's delicious and indulgent!



**74%** of Respondents have received a food gift from an employer, and **79%** of those people liked it!

Sadly, **31%** of respondents reported being allergic to the edible gift they received.



## So what gifts **DO** employees want?

When asked which gift they would be happy to receive, **gift cards** blew away the competition

Gift Cards 80%

Cash 68%

Food 51%

Clothing 48%

## Want to learn more?

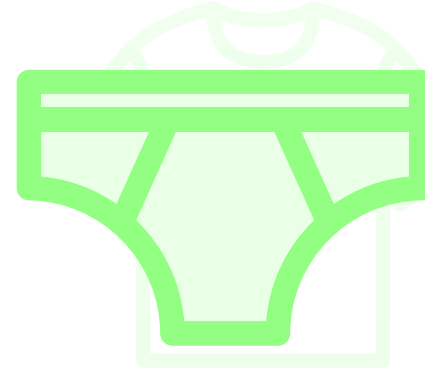
Read the full report on employee gift giving.

[LEARN MORE](#)

And, just for fun, here are some of the worst gifts survey respondents reported receiving:



A Pet



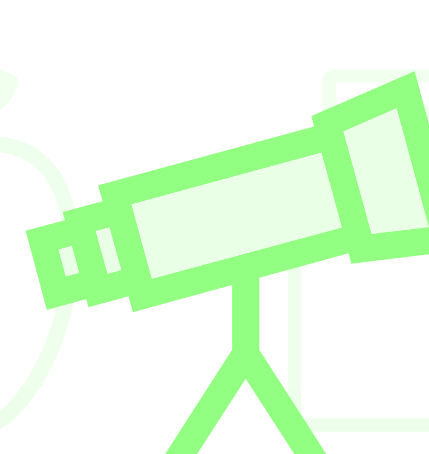
Underwear



Ham



Jumper Cables



Telescope