

THE POWER OF HEADWEAR



33%

OF MEN WEAR THEIR CAPS/TOQUES WEEKLY, OR MORE



3,400

EACH CAP/TOQUE CREATES **3,400 IMPRESSIONS**

69%

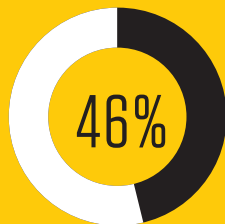
OF CONSUMERS OWN PROMOTIONAL HEADWEAR



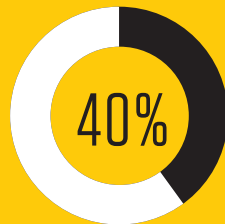
85%

REMEMBER THE ADVERTISER WHO GAVE THE CAP/TOQUE

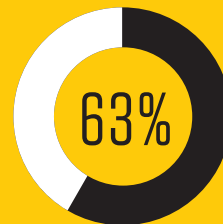
WHY PEOPLE **KEEP** PROMO HEADWEAR



QUALITY



UTILITY



ATTRACTIVENESS



PROMO HEADWEAR IS KEPT ON AVERAGE FOR **10 MONTHS**



CPI: A \$20 (A) CAP/TOQUE IS **3/10 OF A CENT** PER IMPRESSION