

# the *Value* of **HEADWEAR**

 OUTDOOR CAP



69% of  
consumers own  
a PROMO cap

3,400  
  
IMPRESSIONS

Each cap  
creates



33% of men  
wear their cap  
weekly or more



85% remember  
the advertiser  
who gave the cap

# the *Psychology* of **HEADWEAR**

Headwear is the ultimate  
medium to build your brand.



Headwear offers  
social proof with  
a 5-star review.



Caps are so visible  
that the wearer really  
considers them a part  
of their identity.



Great headwear has  
an exclusivity factor  
that further drives  
brand perception.