

Cappy▶hour

Webinar Series

Wednesday May 13, 11:00am CDT

TRENDING HEADWEAR MARKETS TO GENERATE SALES NOW

This webinar is being recorded and will be sent to all attendees afterwards.

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the Value of **HEADWEAR**



PROMO CAPS
ARE KEPT FOR



MONTHS

EACH CAP CREATES



69% OF CONSUMERS
OWN A PROMO CAP



33% OF MEN
WEAR THEIR CAP
WEEKLY OR MORE



C.P.I. OF
A \$10 CAP



85% REMEMBER
THE ADVERTISER
WHO GAVE THE CAP



BUYER'S JOURNEY

STYLE/ATTRACTIVENESS & DESIGN

Headwear is most often an ancillary purchase, an impulse buy. Therefore, a customer's attention must be caught in some way to initiate the decision making process. This must be done visually to begin with, and continue with examination of the product's decoration, fabric, and finish.



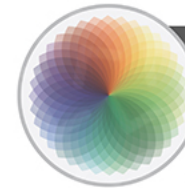
PRICE/VALUE RELATIONSHIP

Once the style and design of the product has been assessed as desirable or not, the consumer assesses the value of the cap using purchase history and the adjacent product prices as anchors.



FIT

Fit is a key determinant for purchase. Consumers will pay substantially more for a 'good fit' vs. an 'okay fit', and will not even consider caps that they think are too big, too small, too deep, or too shallow. Callouts to fit, adjustment, and comfort can aid in the decision making process.



COLOR/PATTERN

The color or pattern of the cap is a stylistic and utilitarian consideration and narrows a shopper's choice based on need and personal preference.

BRAND & QUALITY

After Style, Price, and Fit considerations, the customer considers brand value for credibility and quality.



UTILITY

The need is considered at varying levels of the decision tree, but generally behind Style, Fit and Color, especially for impulse purchases.

FINAL CONSIDERATIONS

Considerations like sustainability, performance attributes, and sun protection ratings may break a tie when considering multiple products but are not usually sought out.





「THE HEADWEAR EXPERTS.」

- ✓ Samples
- ✓ Digitizing
- ✓ Creative Services
- ✓ Virtual Design



SOCIAL MEDIA

ZOOMCUSTOM
FOR READY-TO-USE
SOCIAL MEDIA POSTS

60 UNIQUE COLORS
OF OC771



REDLBL



INDUSTRIES

EDUCATION

Retail apparel in higher education is a \$10B industry. Look at clubs, boosters, private schools, & trade schools.

CONSTRUCTION

Look far beyond commercial contractors. Electricians, Landscapers, Painters, Plumbers, Roofers, and more all love branded headwear.

AUTOMOTIVE

America is still obsessed with cars. Consider dealerships, body shops, car shows, & manufacturers as potential clients.



BEVERAGE

Tea rooms & coffee shops, smoothie bars, tap rooms, bars & clubs, breweries, distilleries, wineries, distributors, and manufacturers of specialty drinks are all interested in headwear to grow awareness for their products and services.

SERVICES

Banks, Credit Unions, Insurance Agents, Wealth Management all love keeping and offering headwear to clients.

ENTERTAINMENT

Big orders come from festivals, venues, amusement parks, and fairs. Consider Casinos and Resorts as perfect targets for both employee and retail programs.

AGRICULTURE

Outdoor jobs almost require headwear. Farms & ranches, equipment sales & co-ops, vineyards, farmer's markets, craft fairs... the list of agri-business opportunities is endless.

SALES TECHNIQUES

- Rational Compassion
- Mirroring
- Connection

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Thank you!

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