

the *Value* of
HEADWEAR

 OUTDOOR CAP.



69% of consumers own a PROMO cap



Headwear generates 3,380 impressions over its lifetime



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.



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



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



Headwear offers social proof with a 5-star review.