

# RAISE AWARENESS WITH APPAREL

## Get noticed with logoed promotional apparel.

From T-shirts to winter jackets, all wearable items are highly effective when it comes to brand recognition. The stats show that consumers are not only holding on to their logoed apparel instead of tossing it, but they are also spreading the word by wearing it.

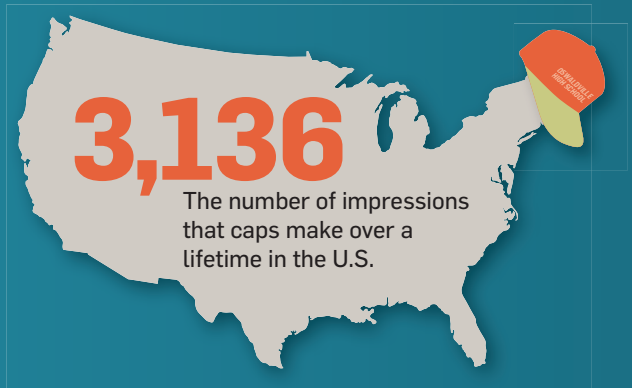
The numbers are crunched: Wearables work.

To get you started on your path to brand recognition, here are some promotional apparel stats:



**25%**

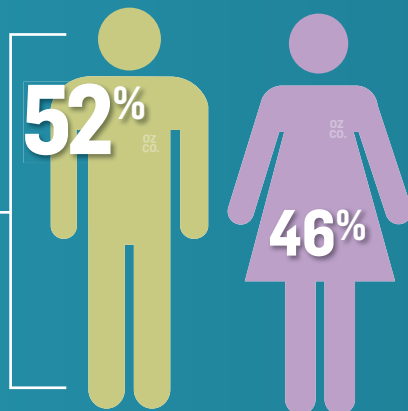
of U.S. consumers own logoed caps and headwear.



Men are more likely to own promotional shirts.

**52%** of men own promotional shirts

**46%** of women own promotional shirts.



**85%**

of U.S. consumers remember the advertiser who gave them logoed outerwear.



### REASONS TO KEEP LOGOED OUTERWEAR:

- #1** → It's useful.
- #2** → It's attractive.
- #3** → It's enjoyable to have.

Contact your promotional products distributor representative to place your apparel order today!