

the Value of  
**HEADWEAR**



69% OF CONSUMERS  
OWN A PROMO CAP

33% OF MEN  
WEAR THEIR CAP  
WEEKLY OR MORE



85% REMEMBER  
THE ADVERTISER  
WHO GAVE THE CAP

EACH CAP  
CREATES



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

PROMO CAPS  
ARE KEPT FOR



OC771

