

Hatswork Round-Up: August 2, 2018



In today's Round-Up we are looking at two decades worth of one [MLB team's caps](#). We will also discuss an in-depth case study to help inspire your next promotional campaign as well as talk about the health of our industry in numbers.

SB Nation

[A Scientific Ranking of Arizona Diamondback Hats](#)

In this article, one man ranks eleven of the on-field Arizona Diamondback hats worn over the past 20 years. This list does not include holiday caps or promotional one-offs. The term scientific is used very loosely here.

It's common for teams in the [MLB](#) and [MiLB](#) to change their look up. In this article, you can really see how [headwear has evolved](#) since [the 90s](#).

Promo Marketing

[Case Studies Vol. 1: Get Inspired with 10 Great Promo Campaign Ideas](#)

This six-page PDF pulls ten case studies submitted by some of the sector's top suppliers on how distributors [used their products in a unique way](#). Check it out and see if any of these inspire your next promotional campaign.

- Custom Service Apparel

- [College Recruiting Giveaway](#)

- [Employee Onboarding Program](#)

- [Beverage Brand Employee Gift](#)

- [Gym Contest Promotion](#)

- [Festival Giveaway](#)

- [Summer Tourism Booster](#)

- Sweet Point-of-Purchase Merchandise

- Swag Bag Sanitizer

- [Uniform Program](#)

Promo Marketing

[PPAI Reports 9% Increase in Promotional Products Industry Sales, Highest Sales Volume in 18 Years](#)

PPAI reported that promotional product industry sales for 2017 increased 9.31 percent, totaling \$23.3 billion. That's the highest sales volume in 18 years. This can be compared to an increase of only 2.4 percent in 2016.

A big portion of this is attributed to a 28.1 percent increase of online sales within our market that totaled \$5.3 billion. Over 23,500 surveys were conducted to acquire this information.

Did you get any ideas for your next promotional campaign? Let us know what you think in the comments below.