

## Hatswork Round-Up: December 20, 2018



In today's Round-Up, we're looking at a movement led by [educators](#) across the U.S. We'll also talk about how one piece of the [NBA's](#) promotional apparel became all fans could talk about at the 2018 finals. Finally, another [food brand](#) dropped a [line of funny merch](#).

### ASI

#### [Promotional Products and the #RedforEd Movement](#)

Earlier this year, teachers in the [public-school system](#) started a movement known as the #RedforEd campaign, which advocates for things like fair pay and adequate state funding. [Teachers](#) and supporters from all over the country wore red in solidarity and many marched in protest.

This sparked another [micro-moment](#), which distributors jumped all over providing red shirts, hats, buttons, signs, etc. How else can [educators](#) benefit from promotional apparel? Think outside the box; it's not just [booster clubs](#) and [band camp](#).

### Merced Sun-Star

#### [NBA Finals or NRA Finals? Basketball Fans Say New Era Butchered Championship Hats](#)

The [NBA](#) finals swag came with a bit of controversy this year. The caps, designed by [New Era](#) appeared to say NRA instead of [NBA](#), the most common of which is the National Rifle Association, of course. Fans were quick to point out the error on [social media](#).

Moral of the story? Always, have another set of eyes look at your promotional apparel designs before they go into production.

### Promo Marketing

#### [Four Promotional Apparel Lessons From Kellogg's Extremely Cool Cereal Merch Line](#)

We've shown you a lot of [food brands](#) and [restaurants](#) that have released [quirky promotional apparel](#), and today is no different! Kellogg's, one of the nation's leading breakfast brands, released a line including a [Poptarts mug](#), [slippers](#), and more.

- Bet on socks.
- Keep it simple.
- Make it fun.
- Draw on [Nostalgia](#).]

What's been your favorite [bizarre, off-the-wall promotion](#) we've talked about here at Hatswork? Tell us in the comments below.