

Hatswork Round-Up: March 28, 2019



In today's Round-Up we are discussing promotional products for the 2020 [presidential campaign](#). Yes, it is that time again. We are also looking at some straw [summer hats](#), and promotional products from a [Halloween](#) cult classic.

Promo Marketing

[As 2020 Nears, Promotional Spending for Trump Reelection Big Heats Up](#)

In the past month we have seen several candidates toss their hat into the ring for the [2020 presidential election](#). However, the incumbent has already raised over [\\$88 million to fund](#) his second term campaign. The [Make America Great Again](#) Committee has spent at least [\\$600,000](#) to manufacture those [infamous red hats](#) and other promotional products.

The cycle of [election seasons](#) be it [presidential](#) or otherwise is basically never ending. Which is good for business and our industry as a whole.

Refinery29

[R29 Tries the Trend: Summer Hats](#)

I like to think that by 2019 we are all well versed in the [dangers of the sun](#). [Melanoma, also known as skin cancer](#) is nothing to play around with, so stay out of the tanning beds. However, vitamin D and [spending time outdoors](#) is also vital to our [physical and mental health](#), so it's important that you protect yourself when you are in the sun, especially during long [summer](#) days. This article looks at five oversized [summer hats](#); I'll warn you, some of them are ridiculously large to a comedic point.

ASI

New Swag Collection Celebrates 25th Anniversary of Hocus Pocus

I know, I know?it's [springtime](#) and I'm discussing a [fall favorite](#). But stay with me here. I trust you all know the brilliance of the [Disney](#) classic, Hocus Pocus. Well last year was the [movie's](#) 25th anniversary. It was a slow burn that has gained quite the fan base in the past decade or so. [Disney](#) honored the [movie](#) with all new Sanderson Sisters merch. Check out the full article to see all the available products.

Have you had any particularly interesting campaign orders lately? What about [summer hats](#)? Tell us about it in the comments below. You can also follow us on [Instagram](#) and [Facebook](#) using the hashtag #hatswork.