

Hatswork Round-Up: July 25, 2019



In today's Round-Up we're discussing innovative ways to work with the [education industry](#). We will also look at five hidden benefits of promo products.

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[Students Flock to Promo Products at CollegeFest](#)

The [non-profit organization](#), Campus [Philly](#) held its annual CollegeFest event at [Dilworth Park](#). This event brings together [college students](#) and businesses to share information for potential post-grad opportunities. More than 20 companies were in attendance with information packets, discounts, games, and of course: promo products.

In 2017, more than 5,000 students attended [CollegeFest](#). The purpose of the event is to encourage students to remain in the [Philly](#) area after they graduate. My favorite giveaway was of course the baseball caps handed out from the [Philadelphia Phillies](#).

Promo Marketing

More Public Schools Are Requiring Uniforms than Ever Before

Now, let's talk about [younger students](#). Did you know more [public school](#) are requiring students to wear school [uniforms](#) than ever before? Over 21% of public schools were requiring uniforms in 2016 compared to 13.8% in 2006.

We've talked about the possibility of including headwear into [school uniforms](#) in the past. According to this article, your selling potential has increased significantly over the past decade.

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[Hidden Benefits of Promotional Products in 2018](#)

Although this comes from an Australian source, its content is relevant to anyone within the promo products industry. Read the full article for a detailed explanation of five hidden benefits of using promotional products for marketing purposes.

- Increasing Brand Recognition- Integrating it Into Your Digital Marketing Campaign- Adding Value to Your Audience- They Are Always There [Cost-Effectiveness](#)]

Have you successfully added headwear to a school uniform package? Tell us what obstacles you overcame in the comments below. You can also follow us on Instagram and Facebook using the hashtag #hatswork.