

LOOK BOOK

2024

presented by

 **NORTH STAR MULTIMEDIA**

MULTIMEDIA MARKETING PRODUCTS

promotional products • web/graphic design • full service printing





FLX672M



REPREVE®

FLX672M-E



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OCFOAM



OC200



OC505



OC602

As North Star Multimedia vis-a-vis Swagman enters our 13th year in the promotional products industry, we can offer these insights. You want your promotional items and merch to be cost-effective, so you need to know what will generate impressions and increase your brand awareness.

Cost per impression (CPI) is the measure of the value of a product and you want as low a number as possible.

Here's some product-specific information to help you make data-led decisions about your merch.

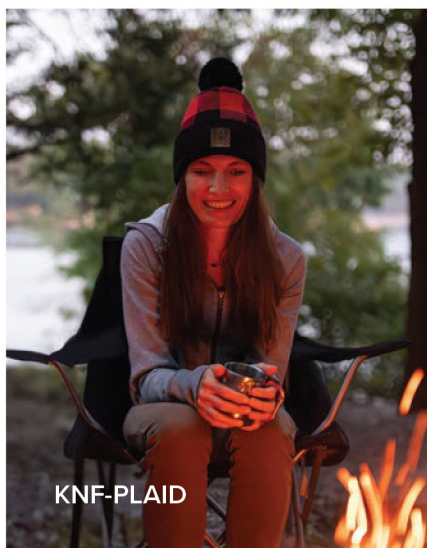
- 👉 Over a product lifetime, outerwear like coats and jackets get the most impressions at 6,100.
- 👉 T-shirts get 3,400 impressions
- 👉 **Headwear such as hats** also get 3,400 impressions
- 👉 Bags like totes and duffle bags are just a little lower with 3,300 impressions.

FAMOUS HAT QUOTES

- 😄 "A hat is a flag, a shield, a bit of armor, and the badge of femininity. A hat is the difference between wearing clothes and wearing a costume; it's the difference between being dressed and being dressed up."
– Nancy Sinatra
- 😄 "A man should never wear a hat lower than his eyebrows, or higher than his intelligence." – Fred A. Allen
- 😄 "A hat is to be stylish in, to be silly with, to be sensational in."
– Christian Dior
- 😄 "A hat is like a cane or a pair of glasses. It's a tool that can change your posture, the way you walk, the way you hold your head, the way you project your voice." – Steven Angel



OC870



KNF-PLAID



KNF-WILD

A promotional cap is a great way to show your support for a team, organization, or company. They can also be customized to feature your logo or design. When choosing a promotional cap, it's important to pick one that's comfortable and that will stand out.

There are multiple occasions when it makes sense to give away promotional caps. Trade shows, corporate events, and other promotional opportunities are great times to hand out hats. They're also perfect for use as employee or customer appreciation gifts. If you're looking for a unique way to say "**thank you**" to someone, a personalized cap is a great option. And don't forget about the holidays! A festive cap is a great way to spread cheer during the winter season.

So, how do you choose the perfect promotional cap for your brand? Begin by thinking about the type of customer you want to attract. **Sporty? Hipster? Preppy?** Young or old? Once you have a general idea, you can start browsing through our collection of caps and find the perfect style.

Colors and logos are also important factors to consider. You want to choose a color palette that's consistent with your brand, and make sure your logo is eye-catching and easy to read. Finally, consider the material. Our cotton caps are a popular choice because they're soft, comfortable, and durable.



IMAGES BY ROBERT BAKER PHOTOGRAPHY

OC106



OC771

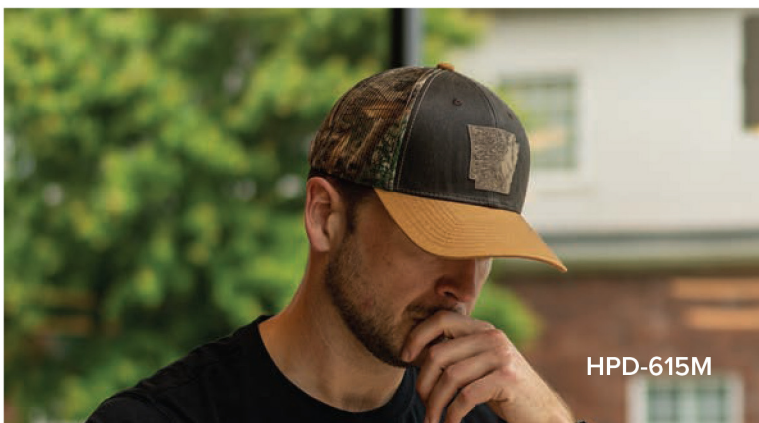


GC-100M

GC-100



OC571



HPD-615M

Come on! Lighten up! Don't take all this marketing stuff so seriously!

😂 Hatters gonna hat!

😂 Where do these crazy hat women live? They live in Mad-hatt-an!

😂 These hat puns are beanie-th me!

😂 My father has just been back from traveling with dozens of hats. Do you know where he's been? Hat-iti!

😂 Do you know what animals love hats? All animals that lay eggs because they have to hat-ch!

😂 What do we call a car that wears a hat? A hat-chback!

😂 The most famous Indian politician and activist who loves wearing hats is probably Ma – hat – ma Gandhi.

😂 Everybody in the town admires the barber. They always take their hat off when visiting his shop.

😂 What does the hat say to the scarf? "You will hang around there, and I will go on ahead."

😂 What do you call a turtle in a chef's hat? A slow cooker.

😂 What do you call a sad hat? A somber-ero.

😂 I was unprepared for a pun about Canadian winter hats. It really toque me by surprise!

😂 Why do magicians wear top hats? So the audience can't see their hare!

😂 My daughter was playing dress-up and asked if I knew where any hats were. I said, "Not off the top of my head."

😂 Why couldn't the laptop take its hat off? Because it had its CAPS LOCK on.

😂 I spotted a chap playing tennis in a hat the other day. Think it was Roger Fedora.

😂 I'm not saying that my friend Fred doesn't think deeply, but usually, the only thing on his mind is his hat.

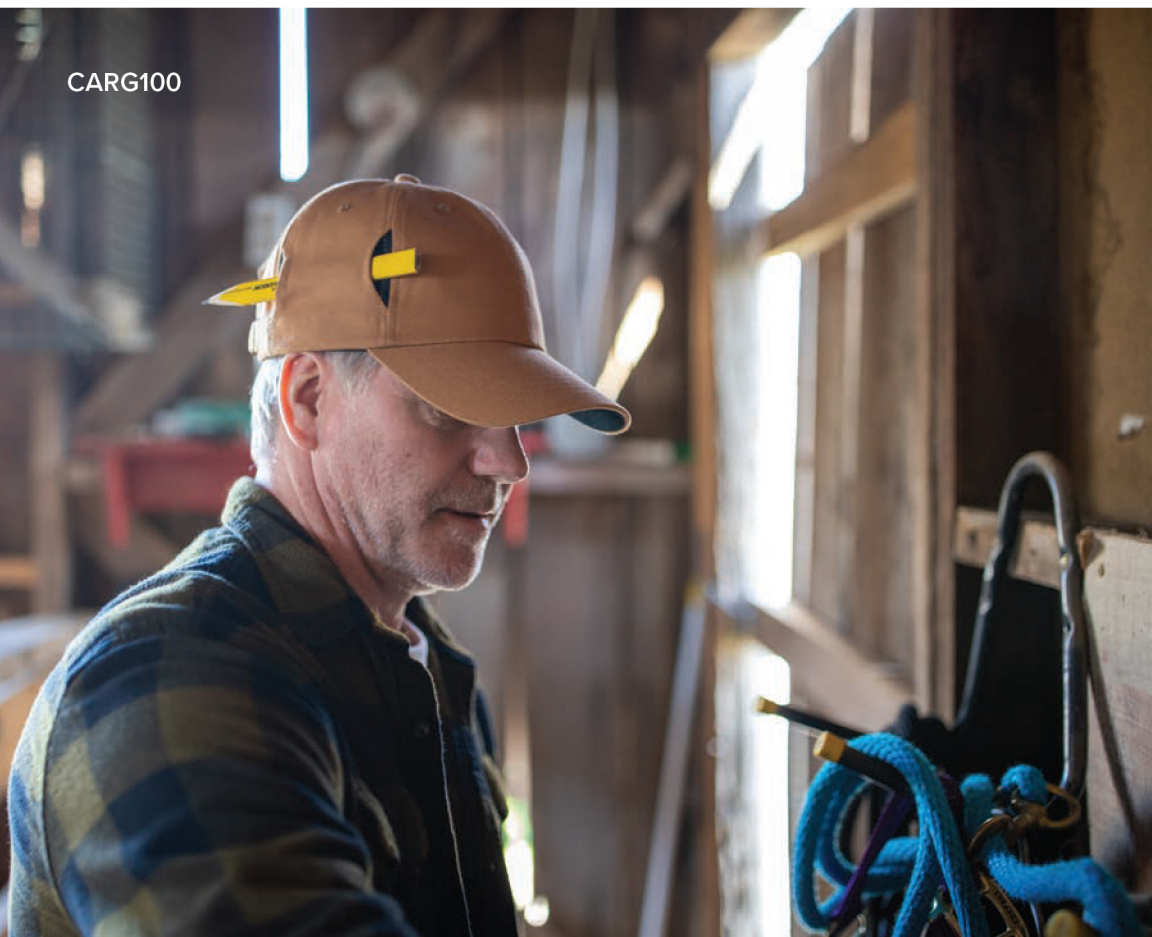
😂 What do you call a dinosaur that wears a cowboy hat and boots? Tyrannosaurus Tex.



OC871



FWT-130SB



CARG100

PROMOTIONAL HEADWEAR COLLECTION



NEW STYLES



GC-100M
Heavy Camo Mesh Back
PAGE 85



GC-100
Heavy Camo Mesh Back
PAGE 85



OC505
3-Panel Canvas
PAGE 87



PDT20M
Plymouth Dyed Twill Mesh Back
PAGE 28



FWT-1305R
Summer Weight Snap Back
PAGE 22



OC60AM
All Black Cap
PAGE 75



OC510HP
3-Panel Mesh Back
PAGE 86



OC80P
Printed Promotional One-Color Mesh Back
PAGE 24, 90



OC502
Medium Twill Mesh Back
PAGE 28



OCF0AM
Front Mesh Back
PAGE 20



Phy-100
Ultimate lightweight performance fiber
PAGE 81



BA-100
Basketball Cap
PAGE 76



OC200
Wilson Twill Back
PAGE 24



OC200
Wilson Twill Back
PAGE 24



OC200P
Polyester Twill
PAGE 85



WRA-200
Wrinkler® Durable Twill Cap
PAGE 78



WRA-202
Wrinkler® Durable Twill Cap
PAGE 78



WRA-202
Wrinkler® Durable Twill Cap
PAGE 78



PTM-950
Printed Twill Mesh Back
PAGE 41, 91



PTM-950
Printed Twill Mesh Back
PAGE 41, 91



XNF-PLAID
Black Twill Cap Mesh Back
PAGE 29



HPC-615M
Premium Huggo® Cotton Twill
PAGE 79, 90



CARG100
Cargo Cotton Twill Cap
PAGE 70



DUR-111
Durable Twill Cap
PAGE 70

TOP 10 MARKETING TIPS FOR YOUR BUSINESS

#1

MISSION STATEMENT

Most overlooked marketing component.
Your business DNA and heartbeat.
EVERYTHING stems from your
Mission and Vision Statement!

#2

TARGET DEMOGRAPHIC

Based on your Mission Statement,
who, what, and where are your customers?
Trying to be all things to all people = fail!

#3

CORE COMPETENCY

Why should your customers buy your goods and
services.? What do you do better than your
competition? Do what you do well!
Know your competition.

#4

BRANDING INTEGRITY

Do you have your logo in a vector format?
Have you researched your color swatch groups?
Can your entire brand be communicated
in a logo that is 16px x 16px? (favicon)

#5

MARKETING BUDGET

Most small business' are under-capitalized.
Marketing budgets should be a
minimum of 10% of annual gross sales.
Cheap business cards fail.

#6

DIY vs. PRO

Calculate what your time is worth.
Do what you do well and hire a pro for the rest.
Time you spend trying to play webmaster
is time you cannot sell.

#7

WEBSITE - WEBSITE - WEBSITE

Is your website responsive?
It MUST BE smartphone and tablet friendly!
Are you getting monthly web
traffic reports? **Got SEO?**

#8

SOCIAL MEDIA

Just because you have a personal
Facebook account does not mean you
understand how social media works.
**If you cannot commit to keeping
your content fresh, forget it.**

#9

ADVERTISING

Print ad sales are least productive.
Promotional products are most successful.
Targeted direct mail with calls-to-action work.

#10

NETWORKING YOUR BUSINESS

Quit talking and listen.
Speak in terms of features and benefits.
Qualify and justify your time.
Smile and breathe.

STEVE MARTIN SAYS -
**Be So GOOD They can't
Ignore YOU**
**CONFUSED
ABOUT HOW
TO DEVELOP YOUR
COMPANY
BRAND?**





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