

# Category Spotlight

FLEECE/JACKETS



**9,000**

Number of **impressions promotional fleece/jackets** generate throughout their **lifetime**

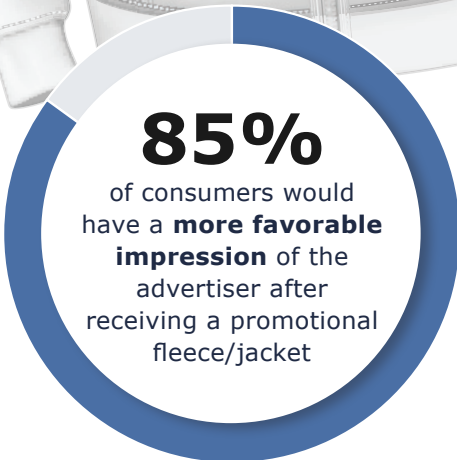


**78%**

of consumers would wear a promotional fleece/jacket **at least once per week**

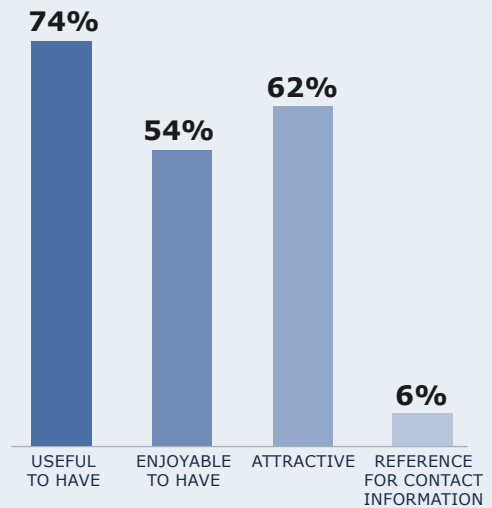
**87%**

of consumers would keep a promotional fleece/jacket for **more than one year**

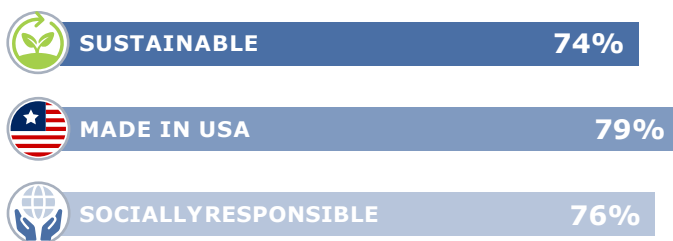


*more than any other product category*

**If a consumer received a promotional fleece/jacket, why would they keep it?**



**Percentage of consumers who view advertisers more favorably when promo is...**



**85%**

of consumers would be **more likely to do business** with an advertiser who gave them a promotional fleece/jacket

