

Advertising On Printed Shirts Creates Social Conformity

I am sure that most people have never heard the term social conformity, nor understand the great power that you can use with this amazing little term. It is a term that is used by major advertising agencies "inner circle" and has a profound effect on the success of the advertising company and it's clients. So, you ask. How can social conformity be combined with printed shirts for a massive advertising effect.

First you must understand what social conformity is and how it affects people. Social conformity in it's simplest form could be described as "following the crowd". It really is that simple. Lets say you are driving down the freeway in the right lane and traffic is steady and at normal driving speeds for the normal conditions. Then, all of a sudden you start seeing blinkers to turn to the left lane and cars start merging into the left lane. Are you going to turn your blinker on and merge left? I would bet that you have and would do it again. This is social conformity.

Now to make this benefit you with printed shirts and hats you just need to get them out into public and let the conformity take effect. As people start seeing that other people visit and use your service or business, they also will naturally start to follow suit. This is what creates loyal customers also as people hate change and are creatures of habit.

Let us take a look at the numbers that can help you create social conformity from giving away some free shirts and hats with your ad or logo on it. Give out 500 hats and or shirts with your message on it and you just created over 2 million views of your logo or ad in 3 months, this is not counting the customer loyalty response because you gave them something free.

Printed shirts and hats can cause an avalanche of clients and customers if you understand how they effect the population and if used correctly. Always buy quality over quantity. People will wear top quality, but few will wear cheesy clothing and hats. So it is better to buy top quality and make sure that the clients show your companies quality. If you purchase sub-standard hats, shirts or jackets you will have few, if any even wear them and that just defeats all of the effort and investment that you have placed in this form of advertising.

About the Author

John Bush is a professional fashion designer with 10 years of experience in the [Custom Printed T shirts](#) design and Screen Printing T Shirts design field.

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