

## The Branding Effect Of Printed T Shirts

This may sound crazy, but printed t shirts may be one of the best methods you can invest in to help brand your business on a local, state or national level. We will cover the advantages of branding with printed shirts and other clothing items in this short article. But there is other information that you need to understand prior to getting into how printed clothing can be used for this effect.

Branding is a simple method of making your name synonymous with a product and or service. Let me ask you a question. If you get a small cut or abrasion on your knee, what do you put on it to protect it from getting dirt or infection in it? Did you say "Band-Aid"? Well, the fact of the matter is that you put an adhesive bandage on it. Band-Aid is a brand name. The beauty is that they made Band-Aid brand so common with advertising and jingles that most confuse the brand for the actual product.

Another example is Kleenex which is not a napkin. It is the brand name, not the actual product description or name. Again branding has had a major effect on this top selling brand. So now that you know what branding is, lets get into how this branding can fit into your business and how it ties to printed shirts, hats and clothing.

Usually the first objection I get to printed clothes and other printed specialty products is that it is just plain out expensive. Let's look at this theory. You spend 1000 dollars on printed clothes, hats and other printed specialties. Or spend 1000 dollars in the local newspaper. In the newspaper you get 1 day to 1 week worth of exposure depending on the papers in your local area. It is viewed 1 time at best by the recipient of the paper, then discarded, used for the pet, or burned.

Let's look at 1000 dollars worth of top quality shirts with your information on them. Lets say you get only 50 shirts for that price ( I know this is a crazy low number, but it is for argument). Now let's say that each person you give one to knows 100 people. And most funeral directors will tell you the average person knows 250 people That is putting your company in front of 5000 people just from initial contacts. Now let us look at who else sees the advertisement. When a person goes shopping they are seen by an average of 400 people. So 50 times 400 is 20,000 views if each just wears the item 1 time each going grocery shopping. Now, what about someone who wears it all day on an outing in town.

Again, this is just 1 day, The ads will be seen hundreds of thousands of thousands of times from just 50 quality items being presented to the public as a "free gift" from you to them. Just make sure the items are nice and the people will wear them.

## 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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