

*Our Formula to Success!*

# YOUR ROI REALITY

Not all tees are created equally, and there is something to be said about quality. When you promote your business with the cheapest garment you can find stop and think, how is this affecting my brand's perception?

When you hand out a co-branded, rough unfitted t-shirt, printed with generic artwork, and heavy hand inks you'll probably see this garment worn to mow the lawn when it's not at the bottom of your drawer. Sure, the cost of the t-shirt was cheaper but are you seeing any **Return on Exposure**?



## Cheap Promo Tee Return on Exposure:

Cost of Garment: **\$5.00** ÷ Times Garment is Worn: **0-5** = Cost Per Exposure

$$\begin{array}{r} \text{Cost of Garment:} \\ \text{Times Garment is Worn:} \end{array} \frac{\mathbf{\$5.00}}{\mathbf{5}} = \mathbf{\$1.00} \begin{array}{l} \\ \text{Cost per Exposure} \end{array}$$



**SOUVENIR TEE**  
(THE DRAWER DWELLER)

**VS**

**LIFESTYLE TEE**  
(THE CLOSET COMPANION)



The alternative to the "throw away lawn mowing tee" is the super soft and well-designed lifestyle tee, which exudes quality with soft hand inks and a custom tagless neck label. This t-shirt is going to be so awesome that it gets worn for a night out on the town, and that's **prime time Return on Exposure!**

## Lifestyle Tee Return on Exposure:

Cost of Garment: **\$10.00** ÷ Times Garment is Worn: **20+** = Cost Per Exposure

$$\begin{array}{r} \text{Cost of Garment:} \\ \text{Times Garment is Worn:} \end{array} \frac{\mathbf{\$10.00}}{\mathbf{20}} = \mathbf{\$0.50} \begin{array}{l} \\ \text{Cost per Exposure} \end{array}$$



The cheaper option is always going to be more enticing, but you end up wasting your money if the t-shirt isn't being exposed to your target audience. Making a lifestyle garment that will be your customers new favorite shirt is a far superior use of budget when looking at the **Cost Per Exposure**.

## MOVE FROM THE DRAWER TO THE CLOSET