Are Uniforms an Effective Marketing Tool?

UNIFORMS VS OTHER FORMS OF ADVERTISING

A recent study showed that across many industries, uniform programs are considered a more effective advertising and marketing tool when compared with some of the most popular forms of advertising. That’s because customized, image-enhancing uniforms deliver positive impressions to the most important audience—your current and potential customers.

Read the full report at unifirst.com/advertising

- 56% UNIFORMS VS 44% INTERNET
- 74% UNIFORMS VS 26% TELEVISION
- 74% UNIFORMS VS 26% RADIO
- 76% UNIFORMS VS 24% BILLBOARD
- 55% UNIFORMS VS 45% YELLOW PAGES
- 72% UNIFORMS VS 28% NEWSPAPER

Source: Are Uniforms an Effective Marketing Tool?, Ashwini K. Poojary, Sawyer Business School, Suffolk University
N=267, P<0.05