THE ABCS OF SELLING TO SCHOOLS, TEAMS AND THEIR BIGGEST FANS

# SCHOOL SELLING

REPORT 2017 Edition #003

### **SCHOOL DAYS**

There are more than 50 million students attending public schools in America. Check out new ways to reach this market. p. 2-3

### **HOMEWORK**

Stand out with your customers by following our guide for setting up a display that scores with teams and schools.

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## **EXTRA CREDIT**

Eye on Trends: varsity-inspired looks with long-lasting style.

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# SCHOOL DAYS

Ten Audiences for School Sales

Expand your school selling strategy by targeting a variety of audiences.











0E550, L0E551, 0E650, BP70





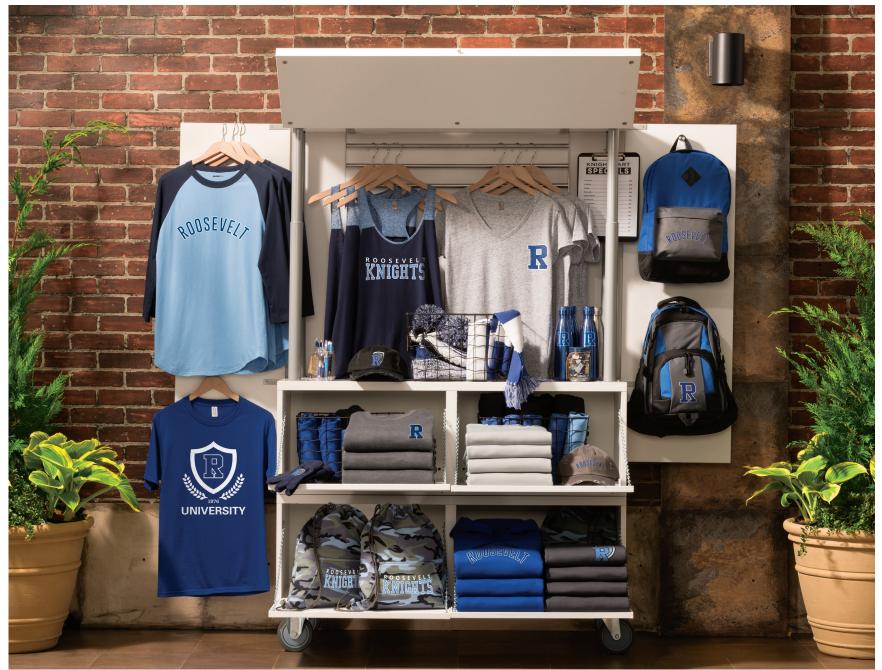
DM139, BG616, PC099LSP, BP78



**Elemental Style** 

# **HOMEWORK**

It's as easy as 1, 2, 3 to set up a creative display.



ITEMS PICTURED ABOVE TOP TO BOTTOM: T200, DT265, DT600, STC21, STA02, DM465, DT715, BG77, PC450, STA01, PC850, BG614, PC8

Select a workable and flexible display fixture
 Choose products that support your theme and add a logo
 Focus on eye-level display with support items below

### **Eye on Trends:**

# **VARSITY STYLES**

Varsity-inspired looks are here to stay. Whether showing off team spirit on the sidelines, traveling with the marching band or rocking school pride while out and about, varsity shirts provide a perfect canvas for students, parents and fans.



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Bags not intended for use by children 12 and under.

DM136, DM476, BG614, STC19