



DL1961 BRAND LAUNCH

What if we sold high-fashion jeans by actually using...wait for it...a rational benefit?

When DL1961, a new premium denim brand, hired Fathom as its marketing agency, they had secured distribution at Bloomingdale's, Nordstrom, Saks Fifth Avenue and Neiman Marcus. With a strong sales pipeline in place, the company was looking for our help to boost brand awareness and sales with a breakthrough creative campaign.

Fathom's immediate insight was that DL1961 had to exploit a clear gap in the premium denim marketplace to get noticed on a relatively small marketing budget. Based on an analysis of the brand's competitive set, we noticed that no premium brands were offering any benefit-based claims, but rather relying solely on fashion credentials and imagery to appeal to women strictly on an emotional level.

We believe that, even in the fashionable denim category, emotion and practicality can – and should – live together. As a result, we developed a campaign that celebrates the product's ability to stretch in four directions – a claim that we translated to an end benefit of, "Jeans that work as hard as those who wear them to stay fit."

The recently launched campaign consists of national entertainment and fashion print, out-of-home and retail point of sale.

YOUR JEANS SHOULD WORK AS HARD AS YOU DO TO STAY FIT.

DRAFTED WITH INNOVATIVE FOUR-WAY STRETCH DENIM
DL1961.COM

DL1961
PREMIUM DENIM

IF SKINNY JEANS WERE MEANT TO STRETCH OUT THEY WOULDN'T BE CALLED SKINNY JEANS.

DL1961
PREMIUM DENIM

PERFECT JEANS THAT FIT THE SAME IN THE AM AS THEY DO IN THE PM

DL1961
PREMIUM DENIM

THE ONLY BAGGING YOU'LL GET WITH THESE IS LITTLE AND BROWN.

FALL 2010 COLLECTION NOW AVAILABLE AT BLOOMINGDALES 59TH ST.

DL1961
PREMIUM DENIM
DL1961.COM

59 Street-Columbus Circle Station A C B D 1

DL1961
PREMIUM DENIM

FINALLY, THE FITTING ROOM FEELS APTLY NAMED.

DL1961.COM

REWARD THE FIRST JEANS THAT STAY TRUE TO YOUR SHAPE FOR THE LONG RUN. MADE WITH REVOLUTIONARY FOUR-WAY STRETCH DENIM TECHNOLOGY YOU'LL NEVER HAVE TO WORRY ABOUT THESE JEANS SHRINKING, BAGGING OR STRETCHING OUT. THEY'LL REMEMBER YOUR FITTING ROOM FIT TO YOUR BODY (UNLIKE ANY OTHER DENIM) EVEN AFTER MULTIPLE WASHES. THESE JEANS WILL STILL FIT PERFECTLY WHEREVER YOU PUT THE BODY STRAPS. THE FRONT, HIPS AND BACK. BECAUSE THESE BEAUTIFUL JEANS WILL TAKE IT AND SEAR IT WITH GRACEFUL STYLE. SO BE AS YOU TRY THESE ON. REMEMBER, WHEN THEY FIT NOW, IN WHEN THEY'LL FIT TOMORROW AND ON AND ON.

4WAY STRETCH K111 360° COMFORT

THANK YOU FOR HELPING KEEP AMERICA BEAUTIFUL.

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PREMIUM DENIM
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