



## **Wrangler sees “Red” in latest ad campaign**

Wrangler unveils its new advertising for Spring/Summer 2010: “Red”. Powerfully raw and visceral, the new print campaign celebrates man’s most primal urges. Men and women are captured in the heat of the moment, saturated in red water or caught in a fury of red dust. The ads show Wrangler, original American outdoor denim brand, in full force.

Developed by Fred & Farid Paris, and by Jeff Burton, the latest instalment in Wrangler’s “We Are Animals” campaign is highly charged. Adrenaline, tension and passion scream out of each image, the elemental colour red fuelling emotions. Each character becomes an embodiment of man’s inner force unleashed, an animalistic alter ego on the rampage.

Red, which is a dominant and unifying colour in the campaign, was chosen for its expression and symbolism: warmth, passion, love, strength, vivacity, energy, liberation - life. The boiling energy of the males and females in the frame collides with this vibrant crimson to create an image of the Wrangler brand that you can almost hear, smell, taste, touch... as well as see.

The “Red” campaign launches in two bursts. In January 2010, the images will appear in fashion and specialist magazines targeted at opinion formers to coincide with Wrangler’s appearance at the trade fair Bread & Butter. In March 2010, the consumer stage of the advertising assault begins, with Print, OOH, Digital and at Retail. The campaign was shot over two days in California, notably in Tapo Canyon, using 12 models (six men, six women). For the shoot they were covered in red paint or had red paint powder thrown at them. LA-based Maryam Malakpour was the stylist.

Adam Kakembo, marketing director, Wrangler EMEA, said: “The “We Are Animals” strategic communication platform is Wrangler’s call to arms. By reminding us that we are, above all else, animals, it also reminds us of Wrangler’s brand DNA: natural, pure, instinctive and spontaneous. This breathtaking campaign is more than the next stage for “We Are Animals”. It shows the Wrangler brand on the attack, out on the edge, prepared to be different, demanding to be noticed. This is the Wrangler spirit now.”

The full campaign will be on-line at [www.weareanimals.com](http://www.weareanimals.com) from the 15th January 2010

## **Editors note:**

### **History:**

Wrangler's denim history goes back to 1904 when the Hudson Overall Company is founded in Greensboro, North Carolina, USA. In 1919, the company is named Blue Bell and in 1947, with the start of a range of jeans for cowboys, it receives a new name: Wrangler, the name of a working cowboy.

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