

Wrangler[®]

Sustainability has long been a part of the Wrangler brand, but they had never talked about their efforts in a compelling and cohesive story. They approached us to take an integrated approach to their sustainability positioning including strategy, creative platform development, brand ID, graphic design and video production.

We began with qualitative research to develop their brand platform and vision that we called “Taking the Reins”. It blended Wrangler’s cowboy values with their global responsibility.

We gave them an identity that would fit in well into their current brand and product hierarchy and created the “We Care” anthem video that would help explain their commitment to their global employees, partners, and customers. We also helped them with product hang tags and materials

We updated their website and content and created 3 campaigns to support upcoming initiatives:

- *“7 Billion Liters” helped commemorate their achievement in saving water through improvements in production processes.*
- *“Keep Water Where it Belongs” highlighted how their Indigood collection seamlessly blends fashion with sustainability.*
- *“Inherit the Earth” was an Instagram series of stories with Wrangler influencers that are passionate about their children and the world they will be growing up in.*