

Carhartt Company Gear

"More Than a Uniform."

Building Brand Equity

Carhartt has been an industry leader in hard-working apparel for more than a century. But as the consumer brand continues to grow stronger, the B2B brand was struggling to gain traction. Carhartt offers a premium uniform solution, but many business decision-makers see uniforms as a commodity and are unwilling to pay a higher price. Yet our research showed that the right uniform, and specifically the Carhartt brand, could create value. Helping businesses signal success to their employees and customers, while increasing engagement and retention by keeping crews safer, more comfortable and more productive.

The "More than a uniform" campaign brought this insight to life. Elevating the importance of the uniform decision. Positioning Carhartt as a category unto itself. Illustrating how the right uniform could be a business advantage. And tapping into the sense of pride many crews already share when they see the embroidered "C." It's more than a uniform. It's a Carhartt.

73 million+
campaign impressions

157,618
page visits

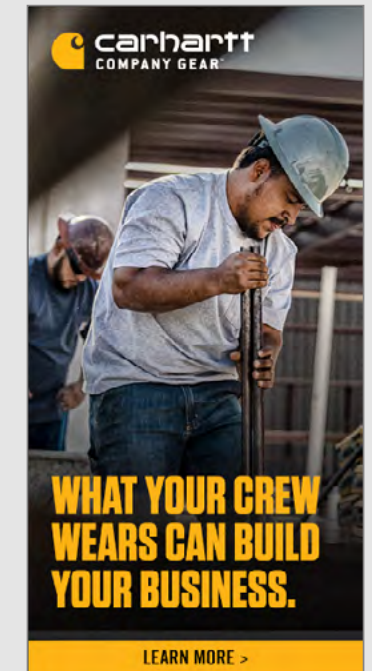
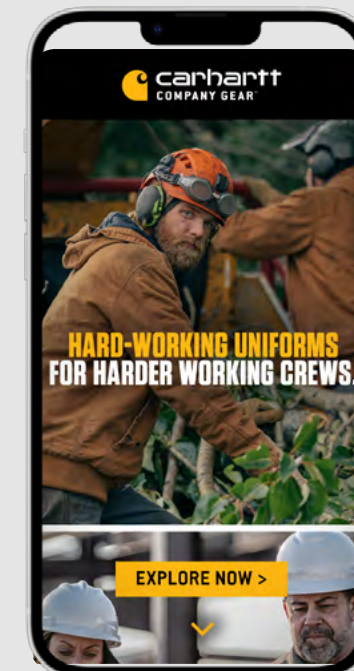
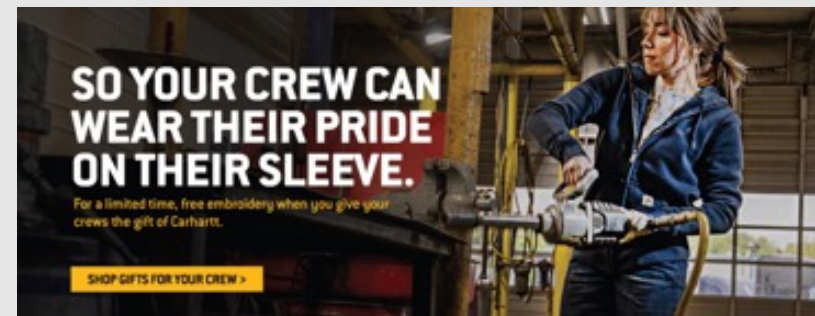
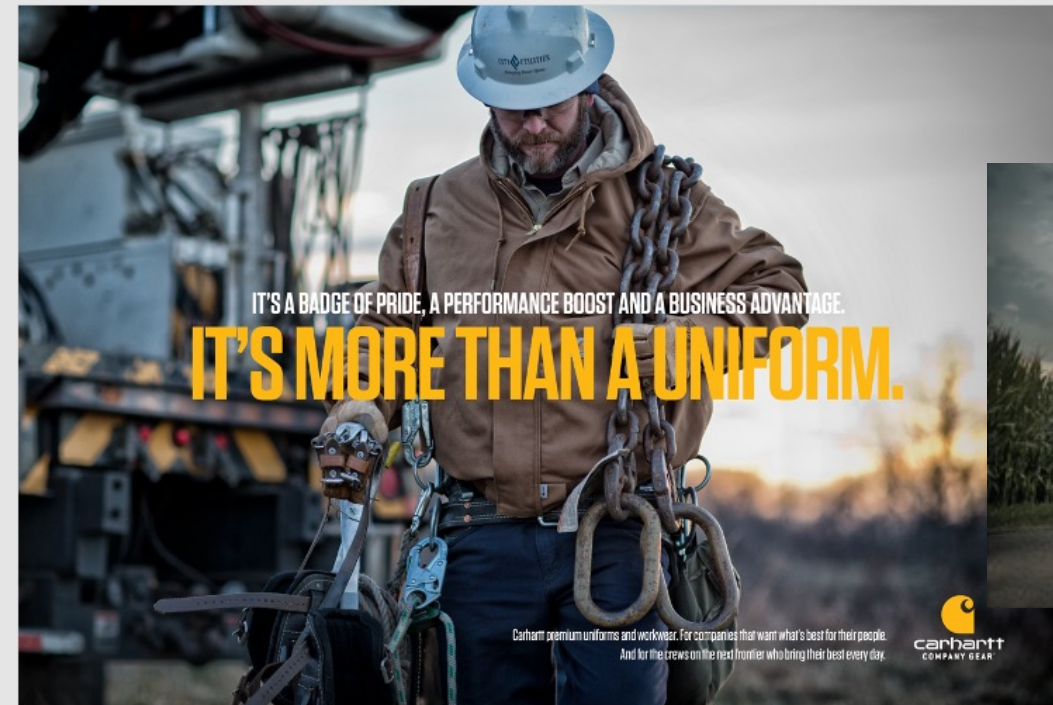
6 million+
video views

6,258
qualified leads

1,000+
appointments booked

Mower

Making Fierce Friends®



"Drone Safety Zone" Racing Game

Changing Audience Behavior

FirstEnergy knows how essential drones can be for their own business and their customers, but is also very aware of how dangerous power lines and electrical equipment are to drone operation. Because these accidents can cause injuries, power outages and even death.

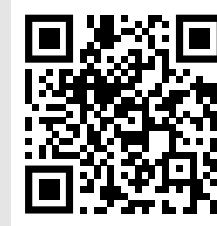
We needed to alert and educate these "drone daredevil" pilots to avoid these dangers. But do so in a way that would actually capture their attention.

We created the FirstEnergy "Drone Safety Zone" Racing Game to challenge drone pilots to engage in dynamic digital game play. Pilots get to customize their drone and virtually compete with others through an arena filled with electrified obstacles, learning to fly safely while avoiding danger. We launched with a fully integrated media mix, behaviorally targeting audiences with a high propensity for gaming and drone use. Serving CTV to users streaming on gaming consoles, targeting those shopping for drones and identifying mobile devices that had drone-flying apps. We also used AI to identify social media audiences with drone interests.

Our expertise in changing audience behavior is driving results way past our goals. Proving safety can score big when you know how to play the game.



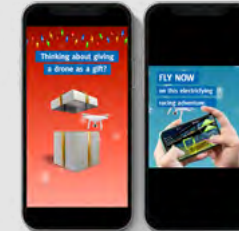
OOH



TRY IT OUT



CTV/OTT VIA GAME CONSOLES



PAID SOCIAL



Over

150 million

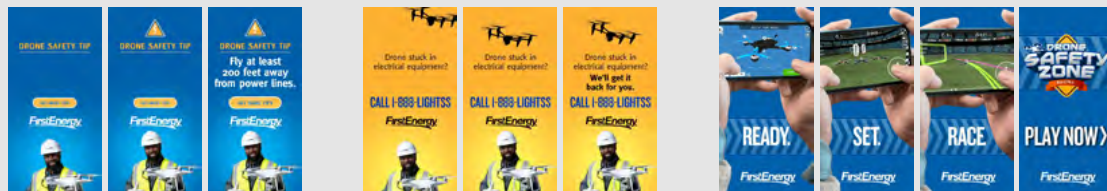
impressions

238,000

Drone Safety Zone game site sessions with safety education

55,000

pilots successfully completing electric safety education



BEHAVIORAL TARGETED DIGITAL MEDIA

The Caring Gene® “Call to Care”

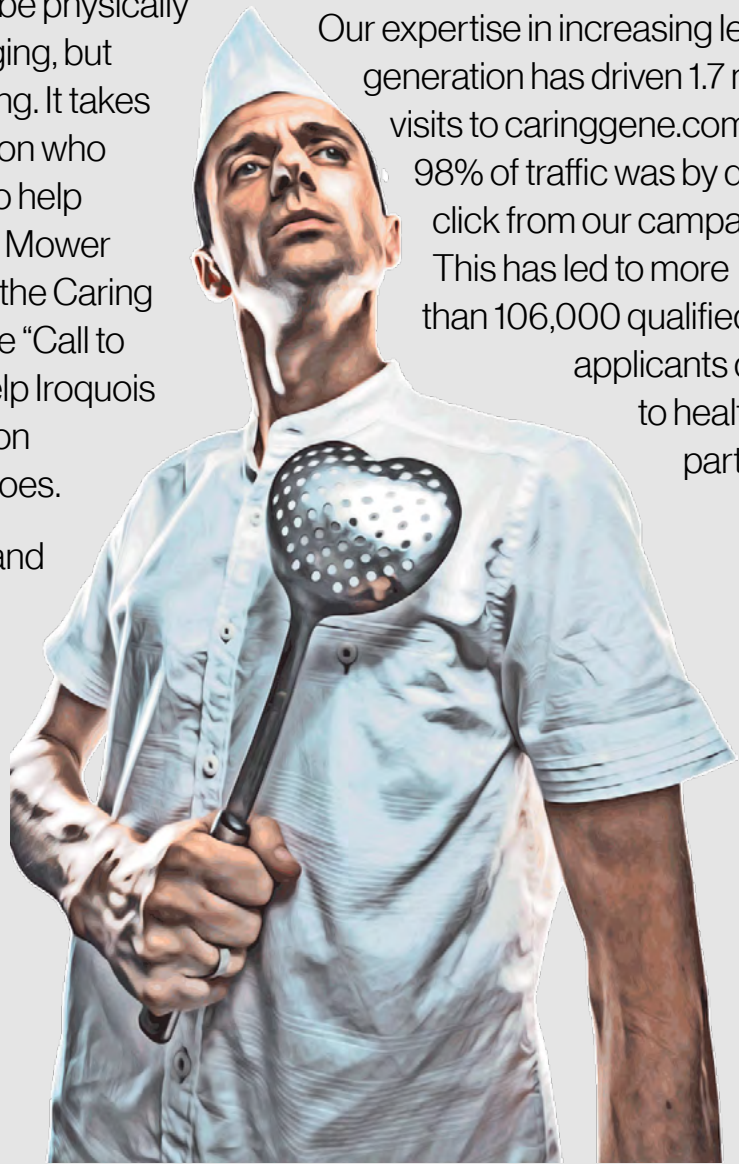
Increasing Lead Gen

New York State is facing a historic shortage of healthcare workers. The pandemic only intensified this need. Healthcare work can be physically and mentally challenging, but also uniquely rewarding. It takes a special type of person who has an innate desire to help others—in their DNA. Mower identified this trait as “the Caring Gene” and created the “Call to Care” campaign to help Iroquois Healthcare Association recruit healthcare heroes.

Using data analytics and AI to inform our paid media and content strategy, we identified 264 unique microtargeted segments who, through their profiles, possess caring tendencies. And deployed an

integrated mix of performance digital media, targeted OOH and OTT, and social media to connect with them.

Our expertise in increasing lead generation has driven 1.7 million visits to caringgene.com. 98% of traffic was by direct click from our campaign. This has led to more than 106,000 qualified applicants driven to healthcare partners.



98%
of web traffic direct
click from campaign

1.5 million
website visitors

106,000
qualified applicants

Domtar

"Paper Because..."

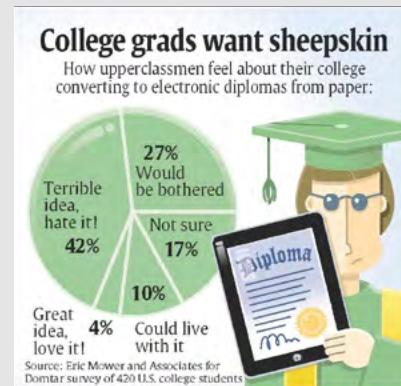
Category Innovation

Domtar, the world's leading copy paper brand, came to Mower looking for a sustainability campaign in response to the "think before you print" workplace evangelism. Mower shifted convention by revealing the deep personal connections people have with paper-based experiences—experiences that would suffer in a paperless world.

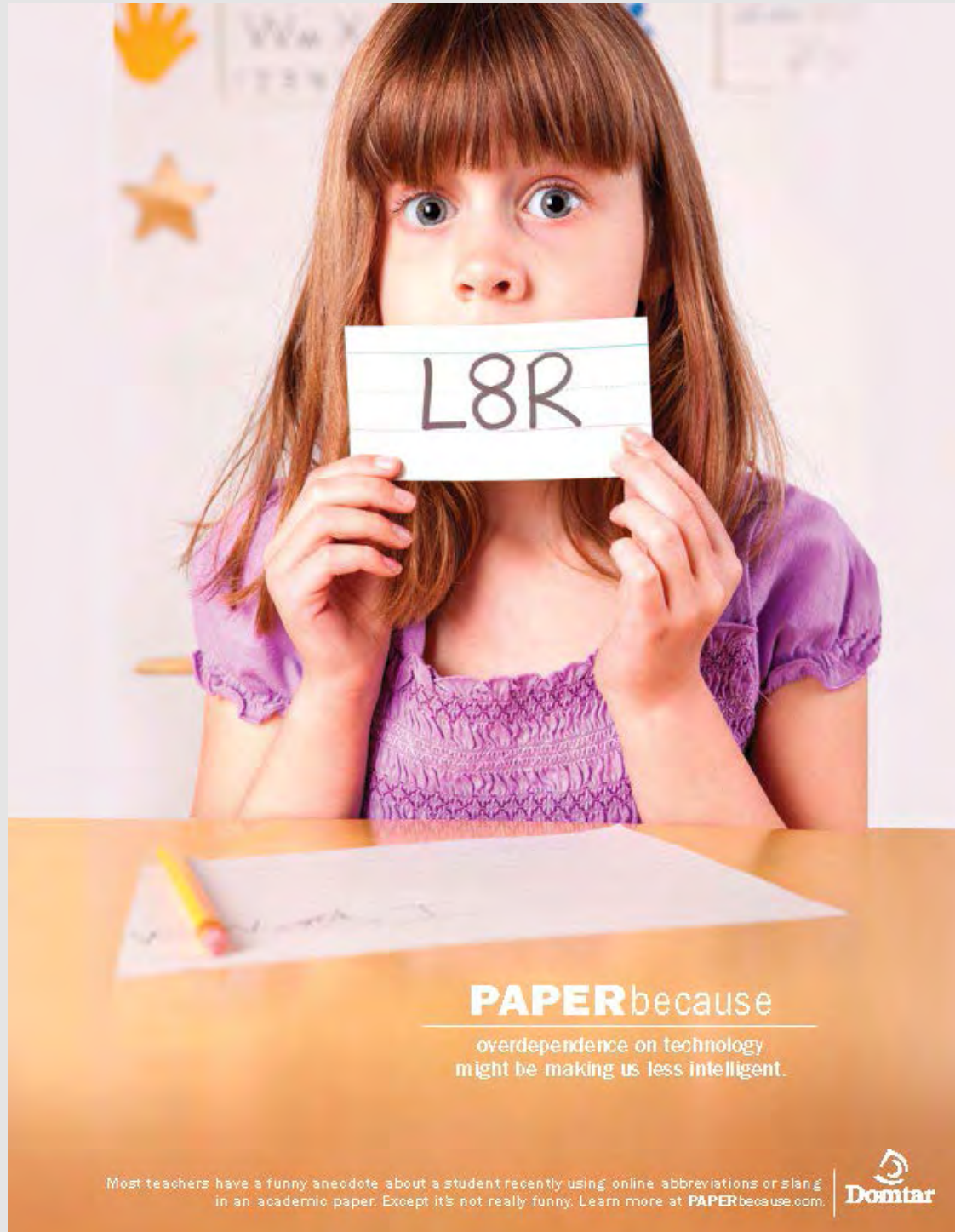
"Paper Because..." is a reminder of the universal roles paper plays in our lives.

Our expertise in category innovation even led to the creation of a "Paper Hotspot" at SXSW—a disruptive analog respite in the epicenter of the digital world.

Overall, Domtar saw a 650% increase in awareness among core audiences, and intent to purchase doubled. Surprisingly—despite not reinforcing sustainability—75% of customers agreed "Domtar is a sustainable paper company."



USA Today



Mower

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among core audience

2x
intent to purchase