



Down Under Gear

Challenge

Re-introduce the brand to consumers. Educate consumers on the DUG "lounge" philosophy. Drive consumers to stores to purchase DUG.

Solution

Create the DUGLife team. Online marketing and promotions. Product placement and celebrity endorsement.

Results

The DUGLife team has over 250 members. They promoted all summer at concerts, malls, movie theatres, and events. The team distributed all types of DUG swag including t-shirts, headbands, stickers, and tank tops. DUG has been featured on more than 25 teen websites. Team members have posted thousands of messages and placed banners on numerous websites, chat rooms, and message boards garnering over 5 million page views. We hired Melissa Howard from Real World: New Orleans, as the company's spokesperson.

