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CLIENT PROFILE

Arizona Jeans is signature brand of JCPenny. Created in 1984, the brand has always stood for comfort, style, and affordability. In the last decade, JCPenny has promoted Arizona as a "Back to School" clothing brand.

SOLUTION

By creating an ad campaign that rebrands Arizona Jeans as a comparable alternative to designer brands that not only is stylish and affordable but durable as well, the Arizona brand will emerge as symbol for the Rural-American Working Woman. The campaign will feature ads in three women's fashion magazines, as well as outdoor signage installed along freeways between regional JC Penny locations. Inside selected stores, the display aisle for Arizona jeans will also be remodeled to support the rebrand.

Glamour Magazine Ad Specs:
Full page: 8 in. x 10.875 in.

Lucky Magazine Ad Specs:
Full page: 8 in. x 10.875 in.

InStyle Magazine Ad Specs:
Full page: 8.75 in. x 10.75 in.

