

THORBURN

Brand
ENGAGEMENT
Agency



THORBURNCO.COM



People make **90%**
of their decisions based
on **EMOTIONS.**
THORBURN *helps*
brands **CONNECT** *with*
people **MORE DEEPLY**
AND COMPLETELY,
resulting in meaningful
FIRST IMPRESSIONS
THAT LAST.

SOME OF OUR CLIENTS

Allen Edmonds, Benjamin Moore,
Capitol Records, Coca-Cola,
Disney, Formica, Gibson, Haggard,
Harley Davidson, IKEA, JCPenney,
LIXIL, Navy Exchange,
Neiman Marcus, Nike, Polaroid,
Porsche, Target, Tommy Bahama



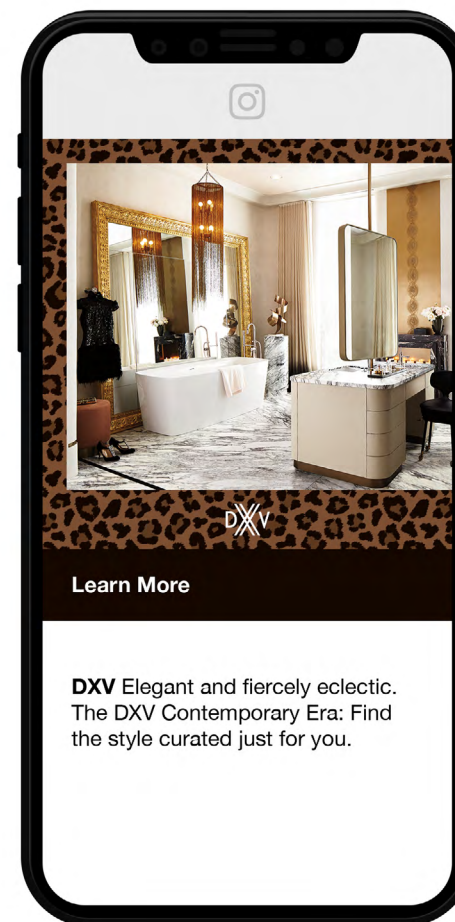
LIXIL DXV YOUR STYLE CURATED

CHALLENGE DXV, a portfolio of luxury bath and kitchen collections, wanted savvy sophisticates to consider their unique whole-room solutions, influenced by the leading design movements of our time. **SOLUTION** Bold patterns, inspired by fashion houses like Chanel, deliver equal parts inspiration and envy. As part of a history of collaboration that included designer-curated rooms and a takeover in Times Square, Thorburn helped move the present forward.

CAPABILITIES

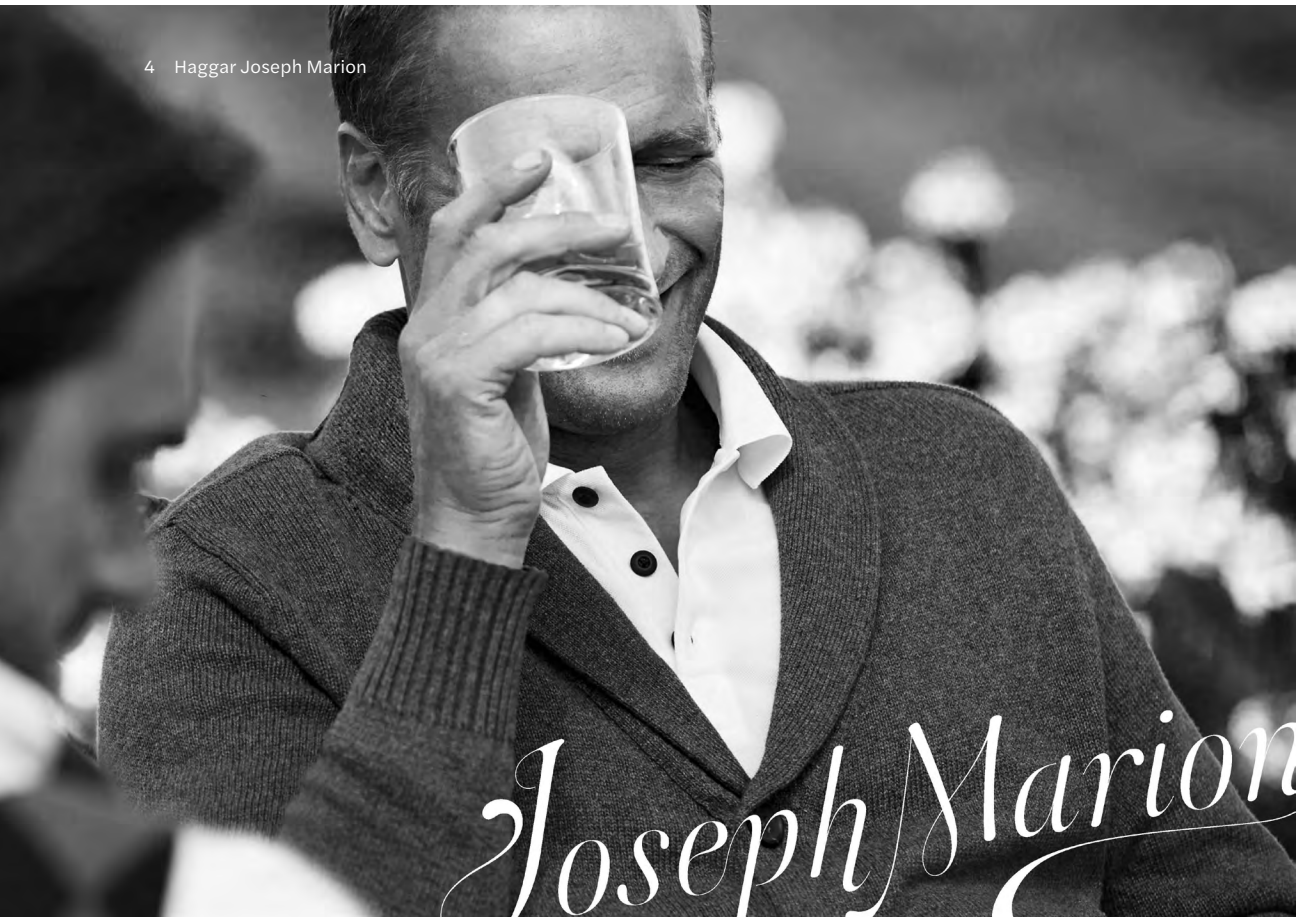
*Brand, Campaign,
Digital, Environments,
Film & Motion, Print,
Editorial, Marketing*

*The digital/social campaign exceeded
benchmarks by almost **DOUBLE**.
(Goodbye, benchmarks.)*



[Learn More](#)

DXV Elegant and fiercely eclectic.
The DXV Contemporary Era: Find
the style curated just for you.



HAGGAR JOSEPH MARION LIFE WELL PLAYED

CHALLENGE Founded in 1926, Haggar was and continues to be a pioneer in men's clothing. The company invented standard men's sizing, "wash 'n' wear" slacks, permanent press and double knit. The largest men's pants maker in the world, Haggar sought to diversify with a golf apparel brand that embodied their values of honesty, integrity and fairness.

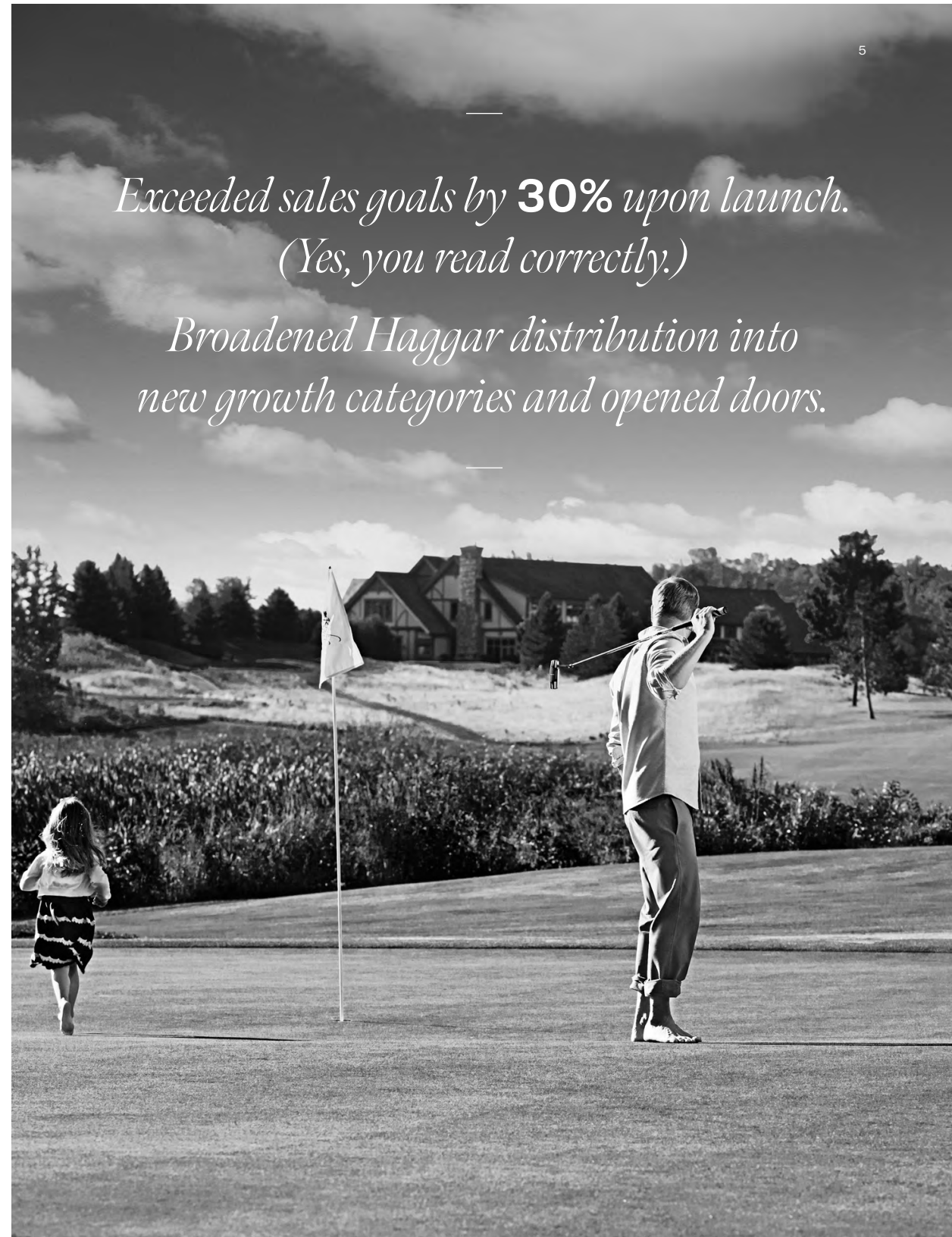
SOLUTION Inspired by the man who founded Haggar and lived those values, an all-new golf apparel label was born with his namesake, Joseph Marion. From golf course to club house, weekend to work, Joseph Marion is a one-of-a-kind mindset, a mantra to live a life well-played.

CAPABILITIES

*Brand, Campaign,
Print, Packaging,
Naming, Marketing*

*Exceeded sales goals by **30%** upon launch.
(Yes, you read correctly.)*

*Broadened Haggar distribution into
new growth categories and opened doors.*



THORBURN *creates*
BRAND *experiences*
with **STORIES** *crafted*
from **INSIGHTS,**
told at the **EXACT**
MOMENTS *when people*
are open, their **HEARTS**
TOUCHABLE.

PHOTO BY

Prince Akachi on Unsplash



ARIZONA
JEAN CO.
THE ORIGINAL

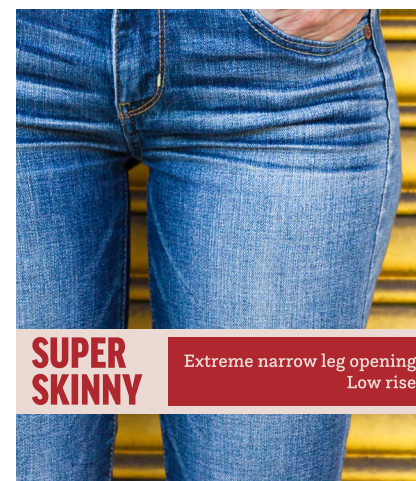
JCPENNEY ARIZONA JEAN CO. A STATE OF DENIM

CHALLENGE Arizona Jean Co. is JCPenney's premier private label brand. But over time, it had lost touch with a younger audience and needed to re-establish its relevance in the highly competitive jeans category.

SOLUTION Thorburn made Arizona Jean Co. code for freedom and independence, celebrating a jeans-forever culture and the youthful quest for individualism.

CAPABILITIES

*Brand, Digital,
Environments,
Film & Motion, Print,
Packaging, Naming,
Marketing*



DOUBLE-DIGIT

*sales growth within one
of the world's toughest
categories: jeans.*





POLAROID SHARE LIFE IN AN INSTANT

CHALLENGE Long before social media, Polaroid was the way we instantly shared a moment. How to restore the panache of one of the world's 10 most recognized brands, at a time when analog isn't exactly dead, but digital rules the day? **SOLUTION** Thorburn tapped Polaroid's "social legacy," mining the spontaneous intersections of creativity, giggles, storytelling and love, to capture the imaginations of a new generation, making those entirely Polaroid moments both tangible and shareable online.

CAPABILITIES

*Brand, Campaign,
Digital, Film & Motion,
Print, Marketing*

—

217% *sales growth.*

68% *growth in database.*

9 MILLION *impressions*
in JUST 32 DAYS.

—



OUR CAPABILITIES

STRATEGY Research, Competitive, Analytics,
Brand Strategy, Brand Architecture, Strategic
Narrative, Organizational Engagement

CREATIVE Brand Identity, Campaigns, Digital,
Environments, Film & Motion, Print, Editorial,
Packaging, Naming

MARKETING Plans, Campaigns, Media & SEO,
Content Audits, Reputation Management,
Demand Generation, Communications

DIGITAL Digital Strategy, User Experience,
Site Architecture, Design, Development,
Content, Optimization

THORBURN *will help*
your brand **CONNECT.**
THORBURNCO.COM

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