

BRAND REPRESENTATION: FULLER BRUSH



OUR PROCESS

Unlike single-sided agencies, we pride ourselves by having the ability and experience to represent clients on both sides of the fence, giving us an advantage to better collaborate with all types of partners.

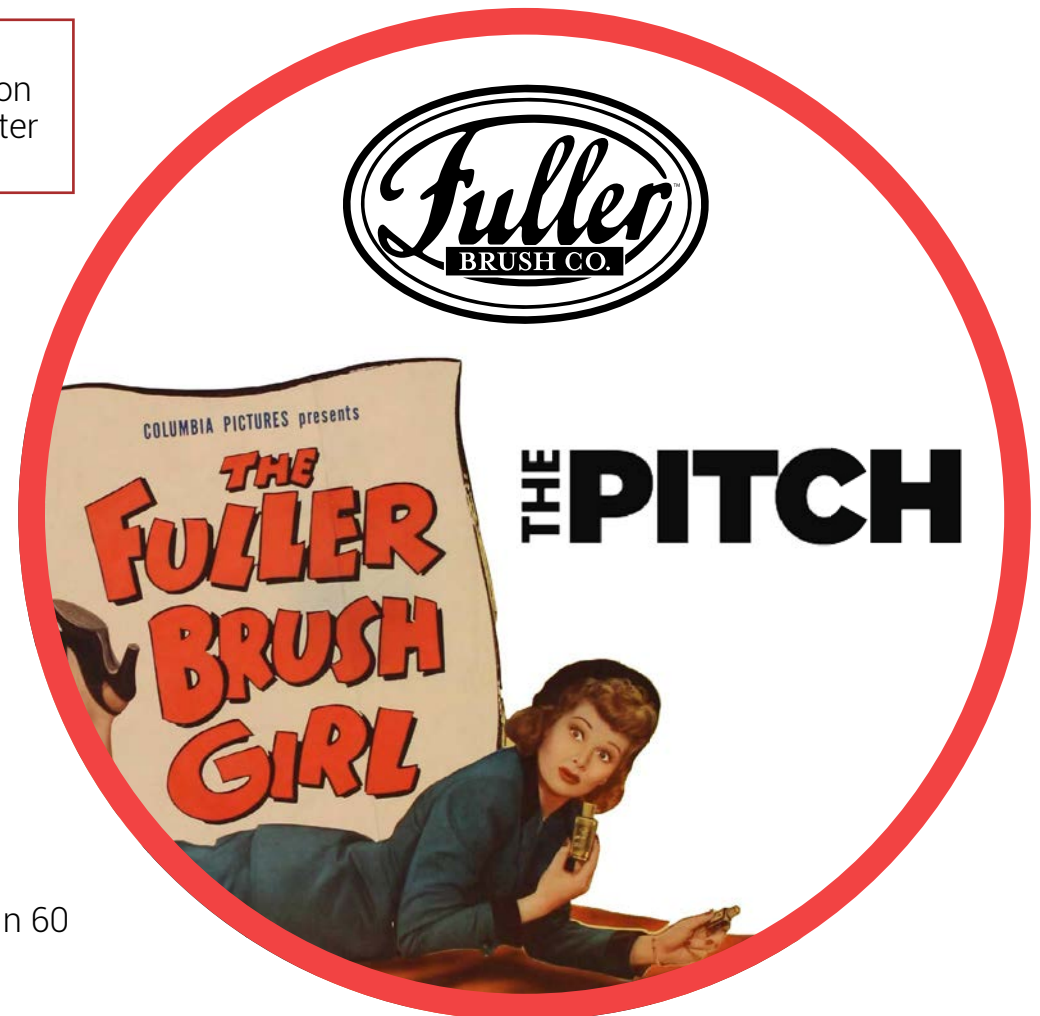
OVERVIEW

Fuller Brush, a successful personal care and cleaning products company, has always been a Hollywood icon with its roster of celebrity endorsers, ranging from Jack Nicholson, Dennis Quaid, and even Lucille Ball in the film *The Fuller Brush Girl* - an early example of branded entertainment.

We continued their Hollywood tradition and integrated them into AMC's hit series, *The Pitch*, to help them reach a younger consumer and add brick and mortar retail to their product sales strategy.

ACHIEVEMENTS

- ▶ Most downloaded episode of *The Pitch* on iTunes (by 50-75%).
- ▶ Moved from only door-to-door sales force to being in 60 brick-and-mortar retailers.
- ▶ Highest rated episode of *The Pitch* in Season 2.



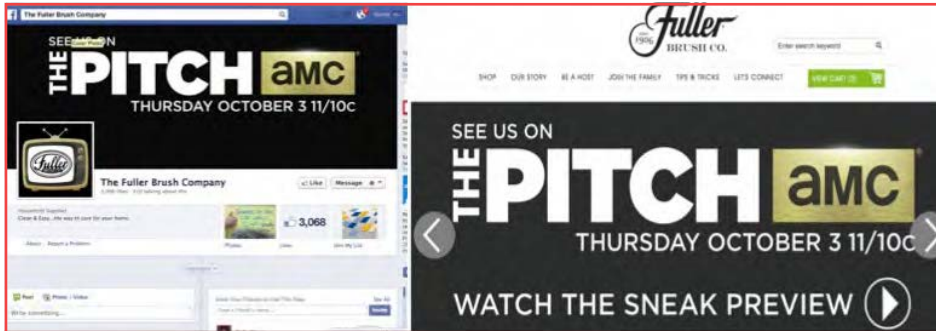
FULLER BRUSH - INTEGRATION



Integrated Fuller Brush brand into AMC's popular hit series, *The Pitch*.



Planned and implemented a rebranding campaign, to appeal more to the millennial generation.



Cross-promotion on Fuller Brush's social media and website, along with AMC's digital channels



Rebranded logos



Facebook campaigns



Promotional giveaways/contests



Entire episode featuring the Fuller Brush brand