



TESTIMONIAL

# BUGLE BOY STRIKES A CHORD WITH OUTDOOR

## "Outdoor Fits"

### THE PROBLEM:

Bugle Boy decided to introduce a five-pocket denim line to brand conscious men 12-24 years. The new jeans would invade the denim industry, which had been dominated by the larger denim companies like Levi and The Gap. Bugle Boy's introduction had to maintain their fashion conscious clothing image while managing to compete with larger advertising budgets from the competition.

### THE PLAN:

Bugle Boy chose what some considered an innovative media mix, combining outdoor and MTV. MTV established the image of the new jean line, boasting a "cool" confidence in the creative execution. Outdoor reinforced the brand image by translating the MTV experience to the street extending the reach of the campaign, and targeting the key retail locations. Three six-week flights on MTV framed the major buying seasons: first quarter, back to school, and pre-Christmas. In 40 key markets the broadcast schedule was enhanced with a #25 GRP outdoor showing. Bugle Boy anchored the program with 30-sheet posters and added other outdoor products as needed (including transit shelters, bulletins, transit kings, and mall kiosks) to ensure the most effective means of reaching their target audience where they live, shop and play.

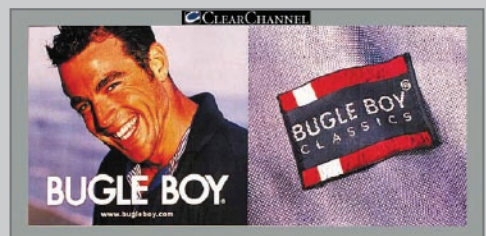
### THE RESULTS:

The results were dramatic. Bugle Boy jean sales increased 13 percent over the year prior and by more than 40 percent in the 4th quarter. Sales of the color denim line exceeded all expectations, creating a substantial back order situation. Bugle Boy was so ecstatic they repeated the campaign the following year.

### CUSTOMER SAID:

"Out-of-Home has given us a consistent awareness, a consistent presence in the markets that we need to be in, and completely established the name Bugle Boy...it's made us a very well known brand in both the consumer and trade's point of view".

Kathi Wright  
Media Manager  
Bugle Boy



"The Choice is Clear!"

Visit our web site: [clearchanneloutdoor.com](http://clearchanneloutdoor.com)

