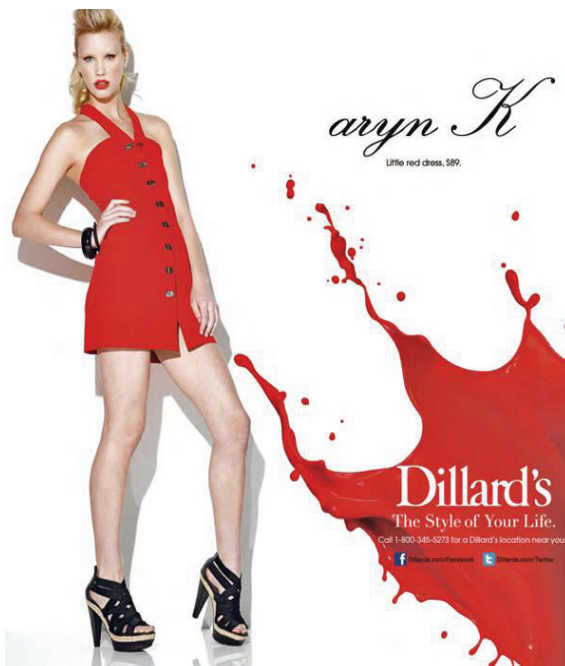


DILLARD'S REBRANDING

Managed a corporate advertising partnership with Conde Nast which served as the foundation for rebranding efforts and assisted Dillard's in rebounding after years of declining sales. The \$30 million/year campaign aimed to change customer perceptions and position Dillard's as an upscale, fashion-forward department store.



VOGUE

GLAMOUR

GQ

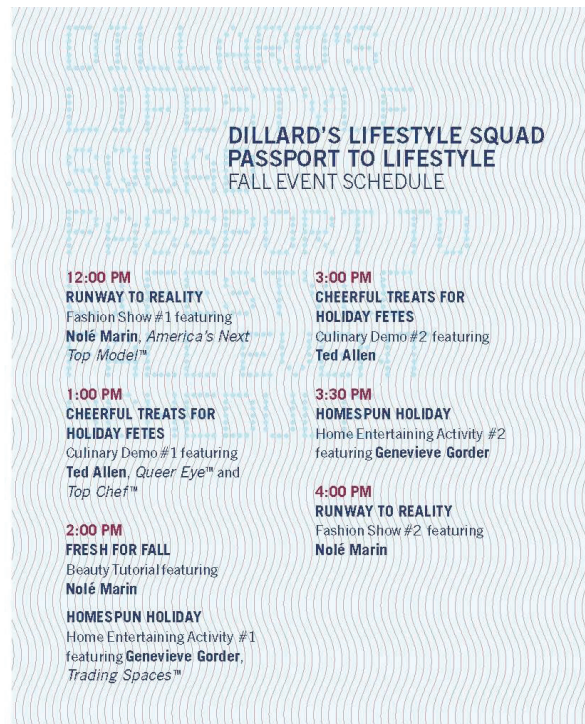
VANITY FAIR

DILLARD'S REBRANDING

The campaign extended beyond the multi-page glossy print advertisements. Gift-with-purchase programs, celebrity in-store events and a major TV event sponsorship brought the message full circle.



Gift-With-Purchase Programs



Celebrity In-Store Events



Sponsorships