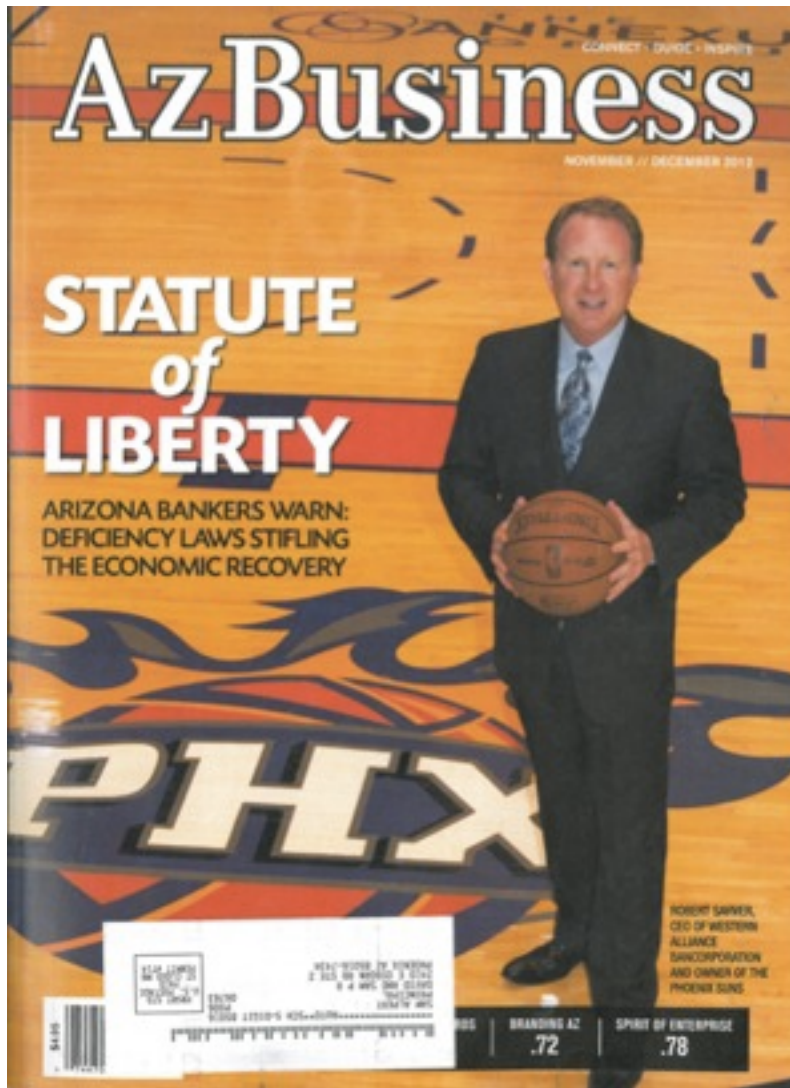


Nov./ Dec. 2012





OUTDOOR

Winner: My Sister's Closet

Brains behind the branding: David Eichler and Tyler Rathjen, David and Sam PR

Focus of branding: Conveying that My Sister's Closet and My Sister's Attic are a more sophisticated interpretation of what people typically think of in a consignment store.

Highlight of branding campaign: Using billboards, wrapped buses and cars to communicate to a wider audience that the brands are high-end but also whimsical in a risqué way.

Honorable Mention

Oregano's