

## Lacoste appoint ODD for footwear campaign



Lacoste's footwear brand is set to launch a marketing campaign, packaging and point-of-sale materials designed by ODD.

### The Challenge

- Create a new global look and feel for Lacoste footwear
- Develop a new suite of POS material for distribution
- Produce set of digital assets for cinema and online advertising

### The Solution

- Inspired by the elegance, history and carefree spirit associated with Lacoste.
- Global roll-out included cross-platform delivery

### The Results

- Achieved complete brand consistency across all markets
- Awaiting further sales results from 2009 activity

"ODD skillfully mix a very human approach to their craft with an innate understanding of the market, while developing creative that achieves true stand out in the extremely competitive environment we trade within."

**Simon Jobson, International Marketing Director, Lacoste**