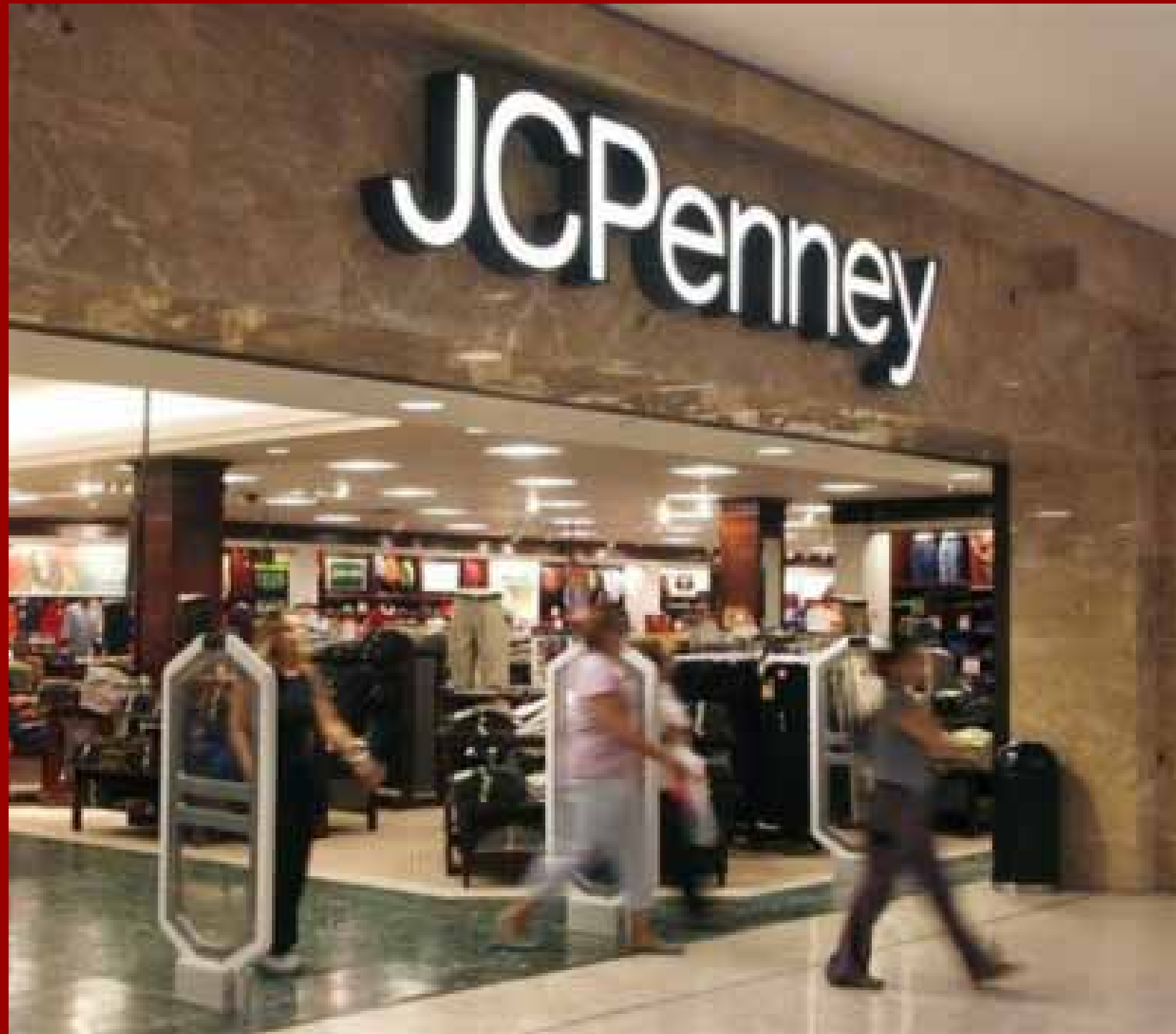


STRUT  
YOUR  
STUFF

jcpennney 



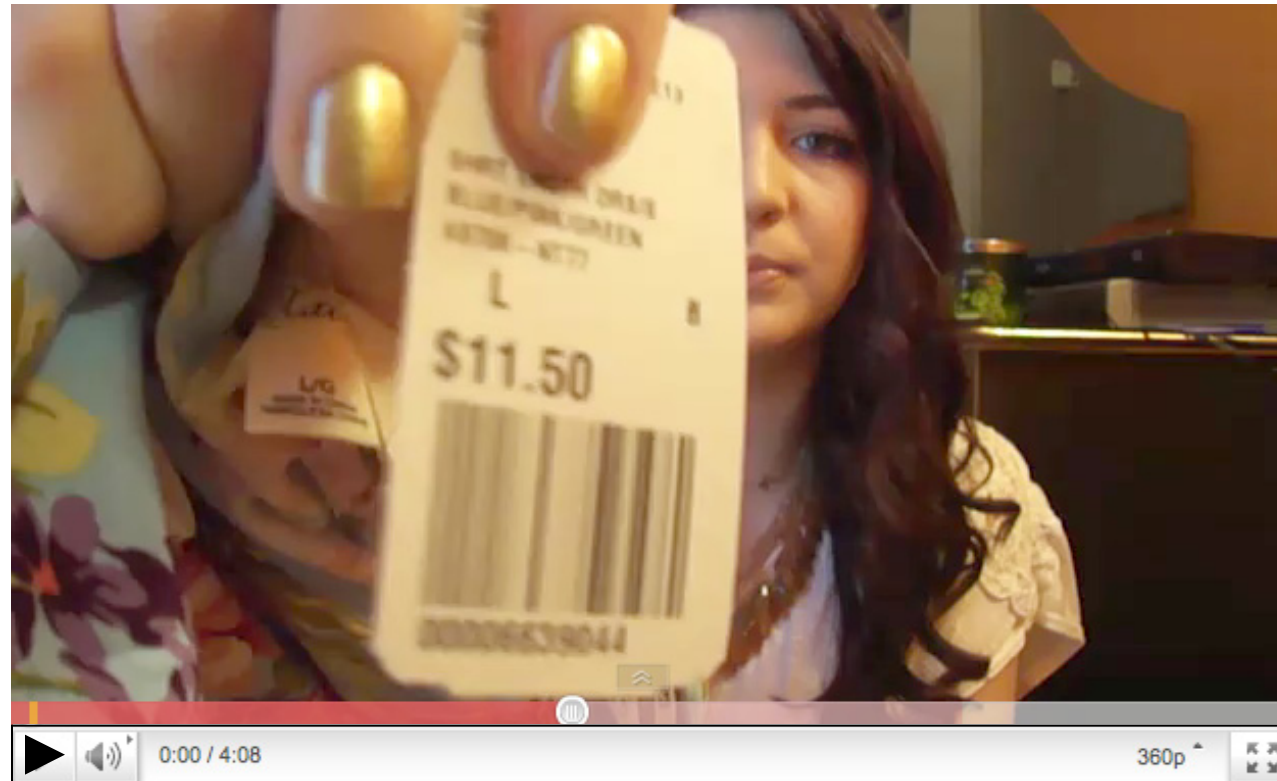
## brief

Reposition this established brand as a hip, current, and desirable but budget-conscious option for the fashion minded.

# STRUT YOUR STUFF

jcpenney

jcpenney Hauls and Unboxing



Unboxing Grey/Pink  
"Jaspers" 06/02/10



Birthday Unboxing  
04/21/09



SUPER-MINI Haul /  
Unboxing 12/25/11



Supra TK Society  
Review 09/04/11

[see more struting >>](#)

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jcpenney on POLYVORE added 04/10/11



digital

"StrutYourStuff.com" - destination site for showing and bragging about your JCPenney purchases. Engage the "unboxing/haul" community - online users who upload videos of themselves opening their shopping packages and bragging about the deals they got. The customers create the content and share to social media sites, friends, and family. Create a virtual collection of JCPenney outfits on polyvore.com so that users can try out outfits in a virtual dressing room. The tagline "Strut Your Stuff" speaks to the bragging unboxer AND to the confidence that people feel in their favorite clothes. This site enforces the message that JCPenney offers fashion-confident style in a realistic budget.

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STRUT  
YOUR  
STUFF



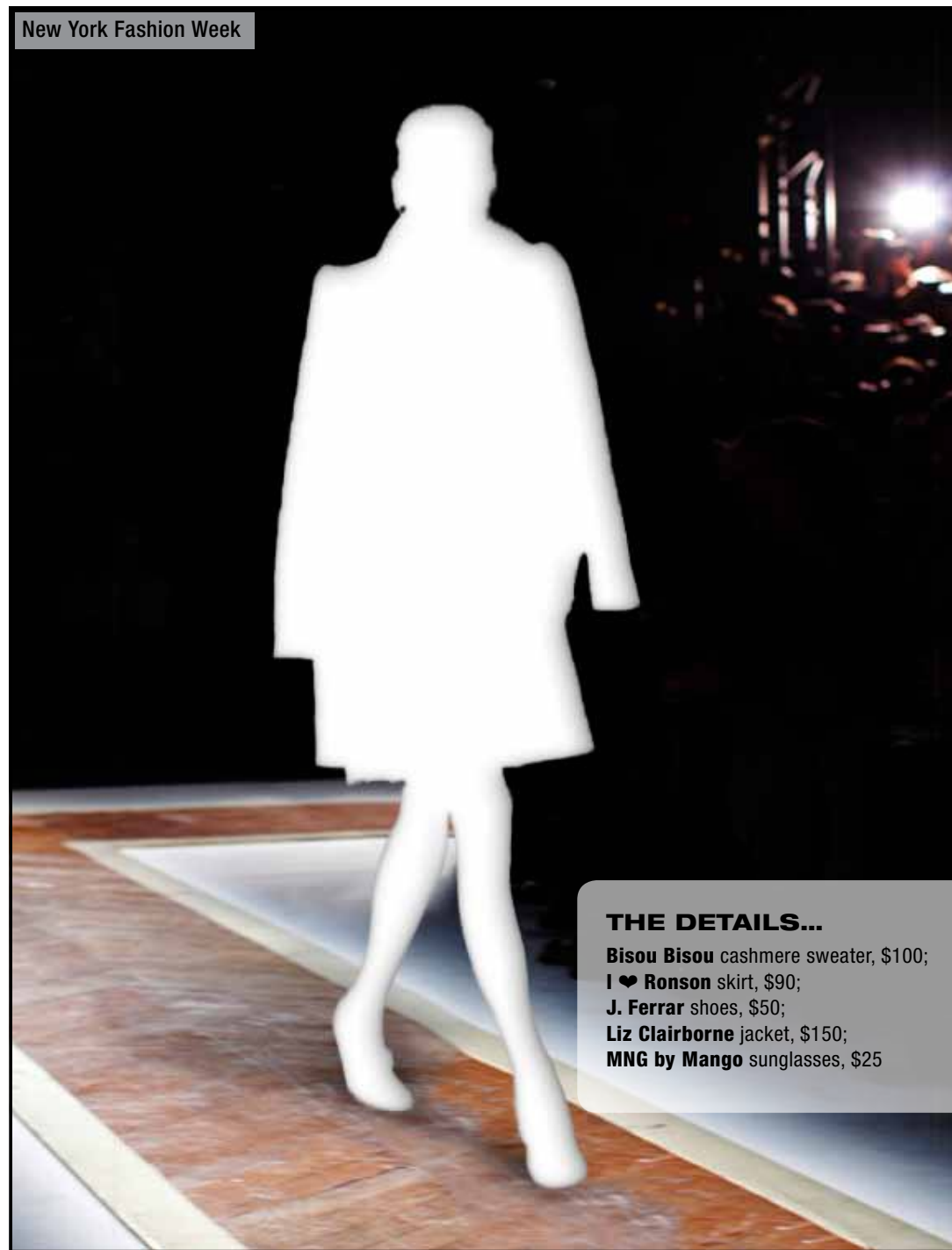
## television

Have Mario Lopez approach a random JCPenney customer and offer a \$350 gift card with the challenge to recreate a fashion runway look from the clothes offered in the JCPenney store only using the cash on the card. If the customer completes the challenge they get to keep the clothes. The commercial ends with the customer modeling the outfit they put together with the tagline "Strut Your Stuff"

STRUT  
YOUR  
STUFF

jcpenney 

New York Fashion Week



**THE DETAILS...**

**Bisou Bisou** cashmere sweater, \$100;  
**I ♥ Ronson** skirt, \$90;  
**J. Ferrar** shoes, \$50;  
**Liz Clairborne** jacket, \$150;  
**MNG by Mango** sunglasses, \$25



**THE RUNWAY...**

When you are confident in your clothes, it shows. The new JCPenney carries fashion that fits your style at a price that you will fit your budget.

**...DONE YOUR WAY**

print

The left side of the spread shows an image of a the model on a runway. Like in fashion magazines, there is a caption explaining the details of each item of clothing on the model: brand, make, and price. The model in the runway photo has been cut out only to appear in the daily-life scene of the right page of the spread. AD COPY: "THE RUNWAY... ..DONE YOUR WAY. When you are confident in your clothes, it shows. The new JCPenney carries fashion that fits your style at a price that you will fit your budget. JCPenney – STRUT YOUR STUFF"