



Fit for the Next Frontier of Performance

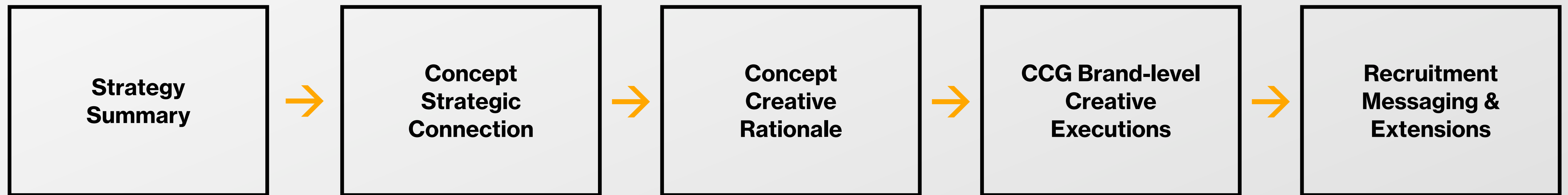
B2B Focused Campaigns

▀▀ FEBRUARY 24, 2022

MOWER

CCG Creative Presentation Overview

- We have thoroughly enjoyed getting to know the CCG team and feel Mower and CCG would be a great fit for working together.
- What follows is our creative presentation, prepared in the same format we would present work in-person.



- We have enjoyed thinking through a multitude of ideas to drive CCG's business, as well as to support your clients and the skilled trades as a whole, and we look forward to bringing many of our ideas to life for CCG.
- We hope you see that our work here demonstrates our strategic thinking and showcases our deep bench of creative talent that we would employ for your business.
- We look forward to partnering with CCG for the next frontier.

▮▮ Objectives: Our starting point

1. Adapt Carhartt's "Fit for the Next Frontier" creative direction for the CCG audience.
2. Utilize this platform to show how CCG supports clients by championing the skilled trades and efforts geared to hiring and retention of these key roles; as well as by providing a superior workwear product.

First, we had to answer three key strategic questions

1. What about the Carhartt master brand should be elevated to build business relevance for CCG?
2. How might this impact the future direction of *Fit for the Next Frontier*?
3. How might this impact the future direction of your recruitment & retention efforts, within the context of FFTNF?

STRATEGIC QUESTION ONE

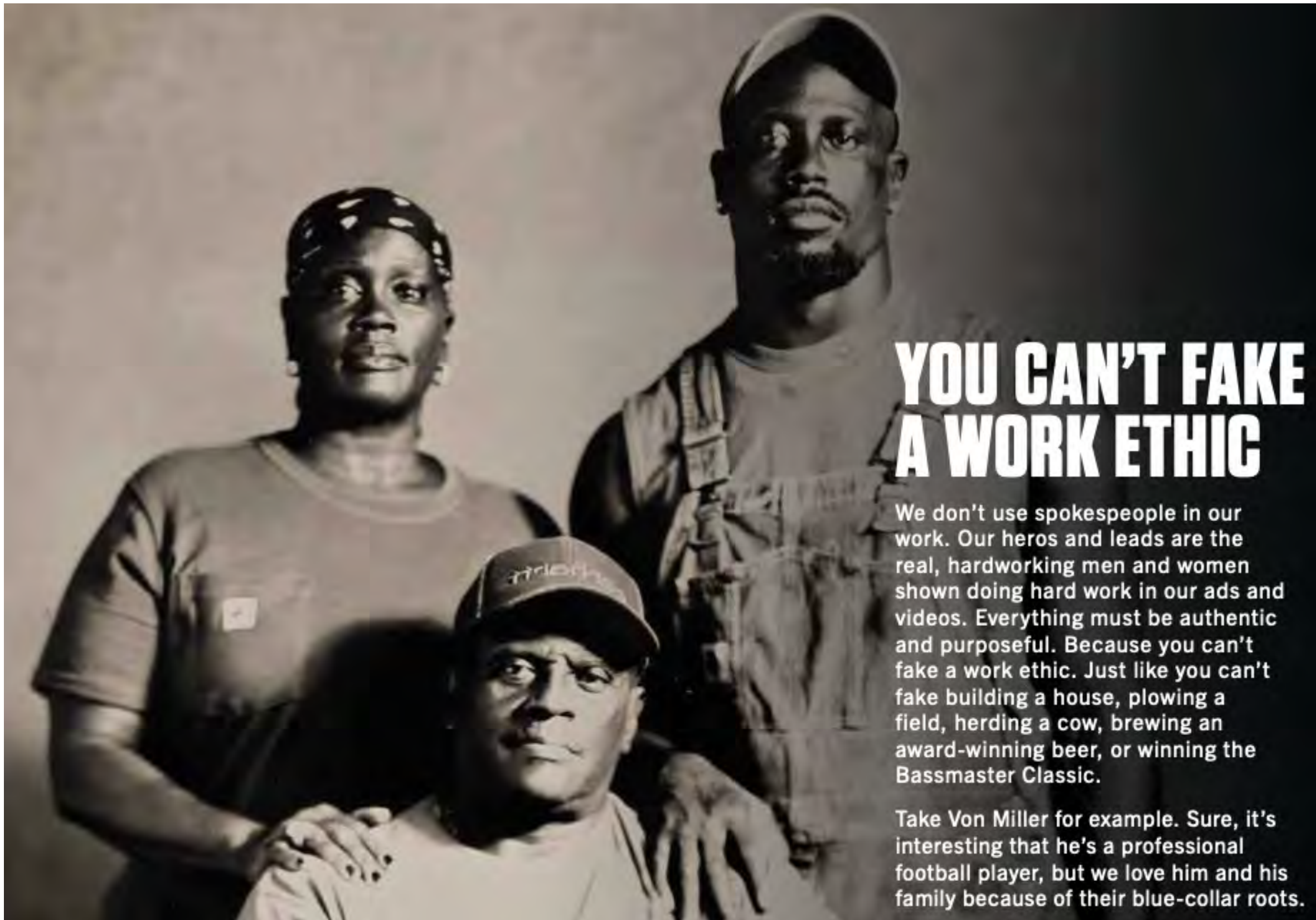
What about the Carhartt master brand should be elevated to build business relevance for CCG?

▣▣ A brand dedicated to hard work

- For 132 years, Carhartt has delivered best-in-class workwear products that respect the hard-earned dollars of all hardworking consumers.
- The first products manufactured by Carhartt were purpose-built for those who worked in America's budding railroad industry.
- Built upon a bedrock of work ethic and integrity.



Relentless Champions of The Hardworking



YOU CAN'T FAKE A WORK ETHIC

We don't use spokespeople in our work. Our heroes and leads are the real, hardworking men and women shown doing hard work in our ads and videos. Everything must be authentic and purposeful. Because you can't fake a work ethic. Just like you can't fake building a house, plowing a field, herding a cow, brewing an award-winning beer, or winning the Bassmaster Classic.

Take Von Miller for example. Sure, it's interesting that he's a professional football player, but we love him and his family because of their blue-collar roots.



CARHARTT WE HAVE YOUR BACK 24/7

Carhartt doesn't make clothes for the eight-hour workday. We make rugged, durable, and high-performing gear for people to live, work, and play in all day, every day. The men and women who, at the end of a long, hard day, still make time to teach their kids how to swing a baseball bat, draw plans for a treehouse, or get after it in the great outdoors. Product-engineered to go from field to field, job to job, helping hardworking men and women maximize every beautiful minute of every beautiful day — and sometimes even the not so beautiful minutes too. That's our job: Make the very best product, for the very best people.



CARHARTT REAL LIFE

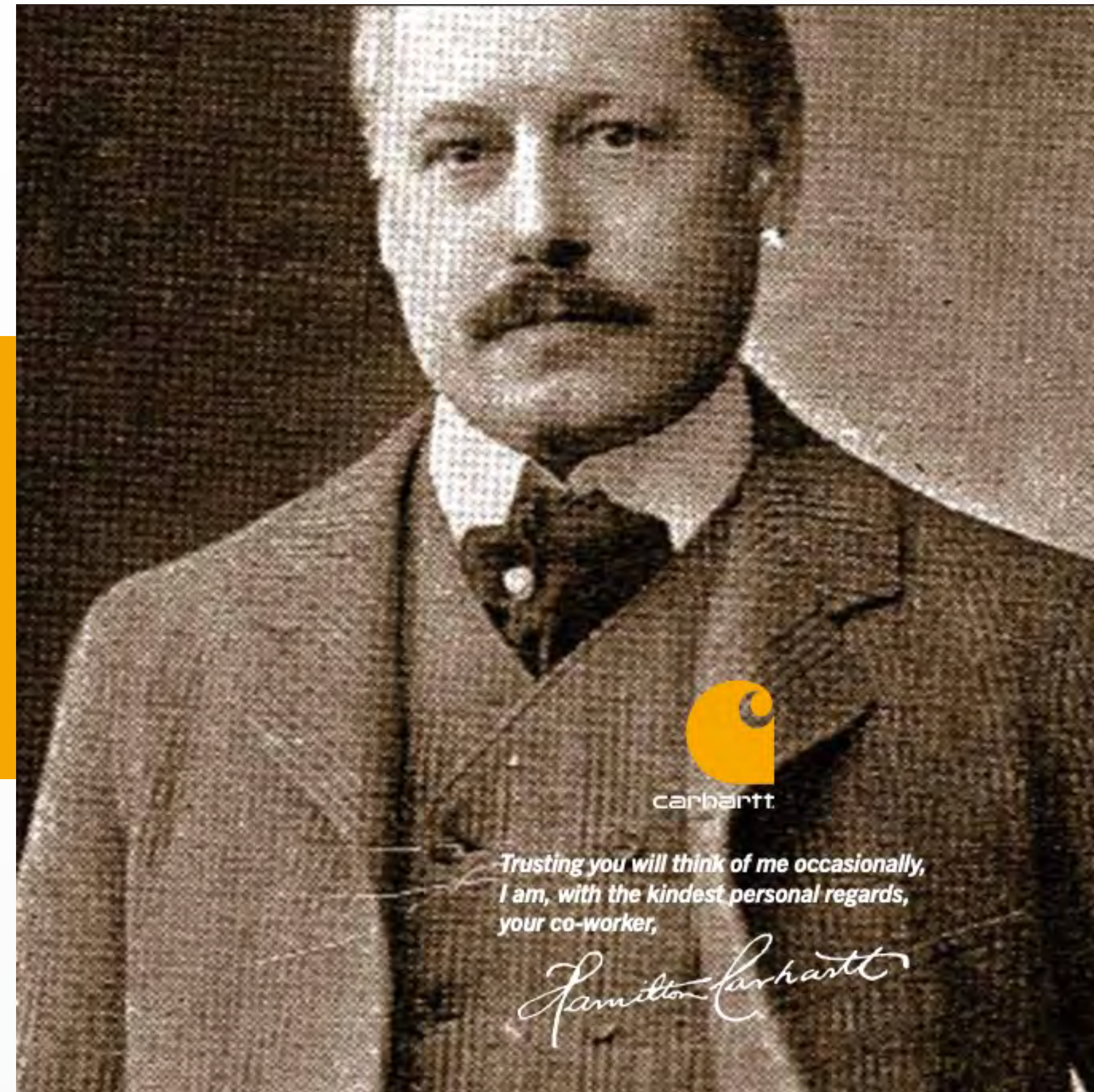
Despite the ever-changing face of work around the world, the people who wear Carhartt tend to be cut from a similar cloth. No, they might not all be blue-collar jobs, but you can tell they all share the same blue-collar values: A grounded respect for authentic culture and anyone chosen to live a hardworking way of life. The respect that doesn't come from the trappings of modern life, but from a tenacity, know-how, and skill that is valued above all else.



REAL PEOPLE WHO LIVE THE CARHARTT WAY OF LIFE. THAT'S OUR LOOK.

▣ Hamilton Carhartt valued results and collaboration as much as the honor of the work itself

“If it requires no brains, no energy, no work, there would be no glory in the achievement.”



“Trusting you will think of me occasionally, I am, with the kindest personal regards, your co-worker.”

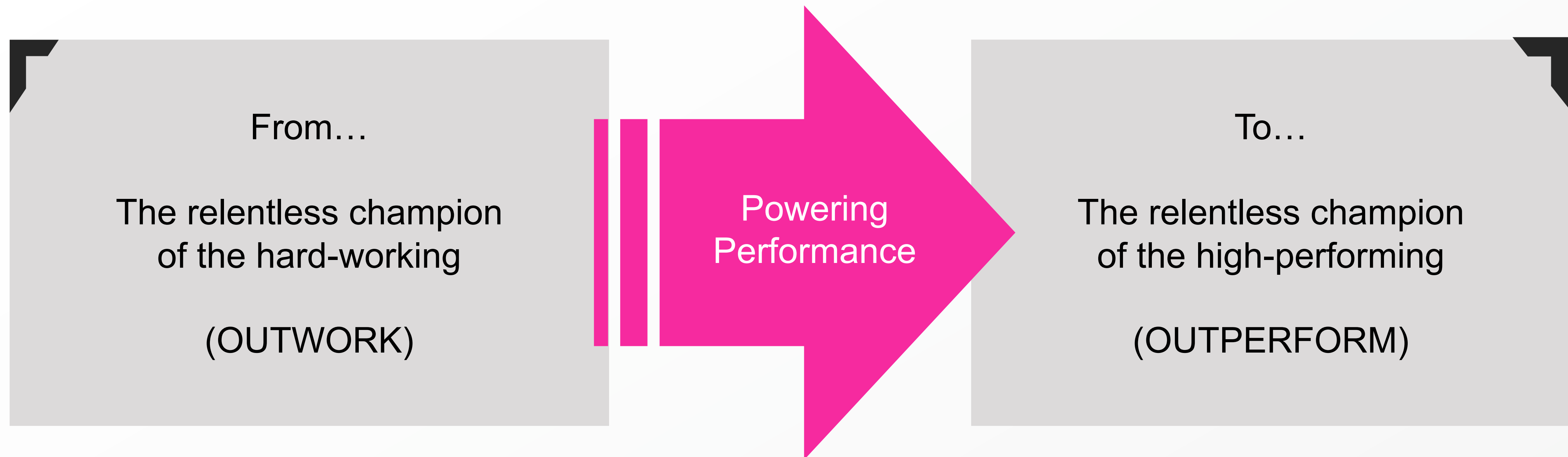
▣▣ CCG Strategic Opportunity: champion performance

Building relevance with CCG's business audiences will require more than being the relentless champion of the hardworking. Leveraging a timeless business truism will unlock Carhartt's B2B relevance:

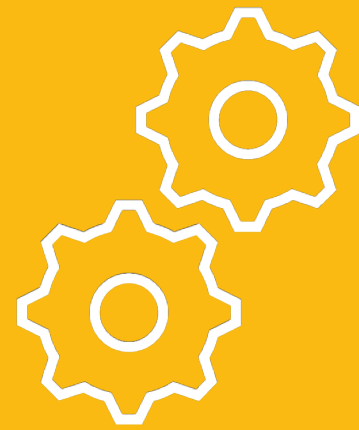
Hard work, while essential, can only take businesses & their workers so far. Hard work must lead to results, especially for the very challenging, black & white industries CCG serves. At the end of the day, customers pay for quality and results, not for hard work. *They demand the type of effort that leads to performance.*

Key strategic shift opportunity for CCG

Being relevant to decision-makers & crews requires being a different kind of champion.



Providing the premium uniform experience that can champion high performance



Additional & Evolving CCG Capabilities

- Developing and launching managed uniform programs (FY 22)
- Direct-to-business re-platform (F22)
- Expanding brand-your-gear experience
- Developing head-to-toe experience

UNIFORM SOLUTIONS FOR CREWS OF 10-10,000

Fortified with proven Carhartt durability to outwork every task. It's the uniform your people want, the uniform they'll thank you for.

- FIRST-RATE SERVICE
- INDUSTRY-LEADING MANUFACTURING & QUALITY
- EXTENDED SIZE RANGES
- MEN & WOMEN'S COMPATIBLE STYLES
- PRODUCT OFFERING BUILT FOR YOUR INDUSTRY
- TECHNICAL EXPERTISE
- 132 YEARS OF EXPERIENCE
- CURATED ASSORTMENT WITH EXTENDED PRODUCT LIFECYCLES

BUY DIRECT



Buy in bulk, reorder with ease, brand your gear and get free shipping.

[SHOP NOW >](#)

CARHARTT CERTIFIED DISTRIBUTOR PARTNERS



Search our distributor network for managed uniform partners.

[FIND A PARTNER >](#)

RENTAL LAUNDRY



Get laundering, repair, and replacement for your Carhartt gear exclusively through CINTAS.

[CINTAS >](#)

SPEAK WITH A CARHARTT REP



Our uniform experts are ready to meet your business needs.

[TALK TO AN EXPERT >](#)

▣▣ The competition is not positioning themselves around high performance

“That commitment not only serves consumers, but it is worn on the backs of workers across multiple industries and countries. Utilizing its vast distributor network in the United States, Canada and Mexico, **Dickies** can provide quality workwear for businesses in automotive, transportation, manufacturing, and many more industries.”

- From Dickies.com

OPEN YOUR DOORS WITH CONFIDENCE

As you open your doors to new challenges, make sure you're prepared for new workdays ahead — with essential products and services that help you keep your business clean, well-stocked and safe, and your customers and employees protected. Cintas is **READY™** to help.



Uniforms & Apparel Facility Services First Aid & Safety Fire Protection

PROUDLY HELPING OVER ONE MILLION BUSINESSES

THE INDUSTRY LEADER

Cintas helps more than one million businesses of all types and sizes get **READY™** to open their doors with confidence every day by providing a wide range of products and services that enhance our customers' image and help keep their facilities and employees clean, safe and looking their best. With products and services including uniforms, floor care, restroom supplies, first aid and safety products, fire extinguishers and testing, and safety and compliance training, Cintas helps customers get **Ready for the Workday®**.

"There's a lot of value in the Signature Series design and the weekly service that keeps dispensers full and functioning. I would recommend both Cintas and the Signature Series to any school or business who puts an emphasis on the value of cleanliness and getting details right."

Owner
Private Preschool & Educational Daycare

[learn more >](#)

Free Shipping and Free Returns up to 90 days* Details

ARIAT MEN WOMEN KIDS WORK WESTERN ENGLISH SALE ARIAT LIFE

ARIAT / MEN / CLOTHING / FLAME RESISTANT

ALL MEN'S ACTIVITIES

Work (638)
Western (594)
English (182)
Outdoor (95)
Lifestyle (9)


CATEGORIES

Footwear (398)
Clothing (806)
Denim (22)
Pants & Shorts (52)
T-Shirts & Polos (250)

MEN'S FLAME RESISTANT CLOTHING

206 products

Sort By: New Arrivals



MENS FR Stretch Logo T-Shirt 2 colors \$89.95 - \$99.95 (0)

MENS FR M7 Slim Stretch DuraLight Shoreweay Stackable Straight Leg Jean 1 color \$129.95 (0)

MENS FR Pontchartrain Retro Fit Snap Work Shirt 1 color \$84.95 - \$94.95 (0)

MENS FR MS Straight DuraLight Ripstop Stackable Straight Leg Pant 2 colors \$154.95 - \$164.95 (0)



STRATEGIC QUESTION TWO

How might this impact the future direction of the
Fit for the Next Frontier brand campaign?

Opportunities for the future of FFTNF for CCG

Strengths

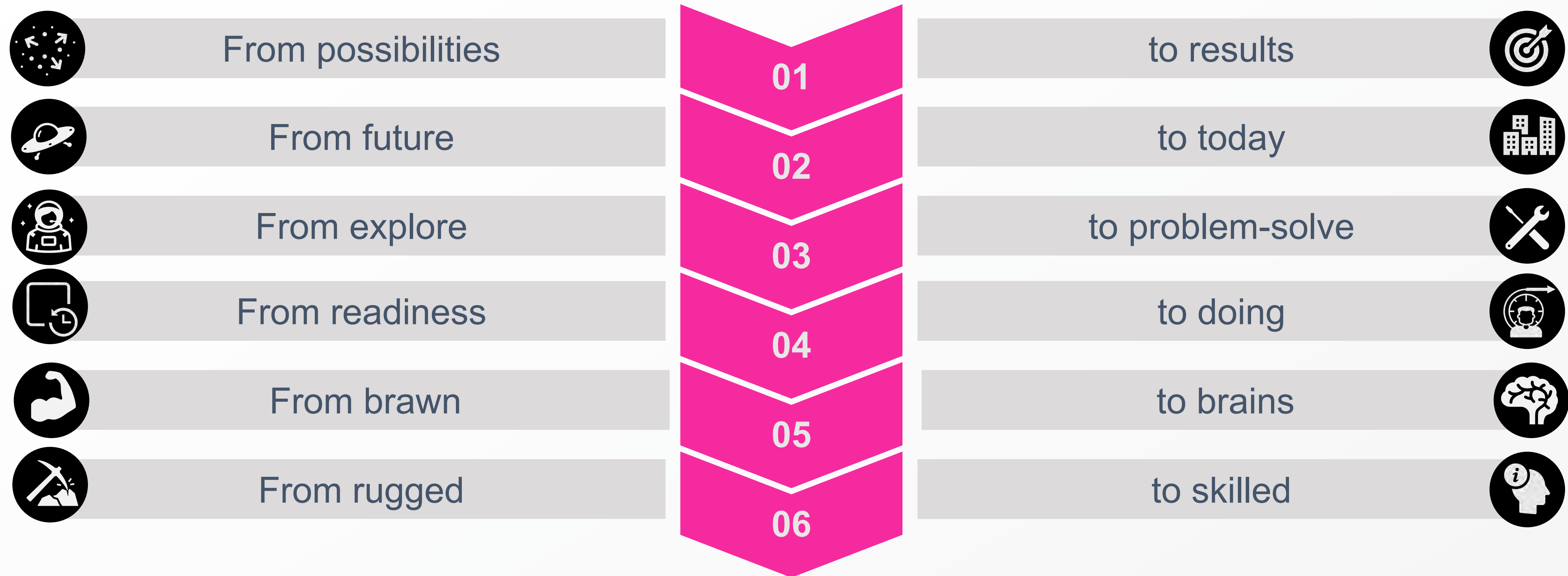
- 1 True to the master brand's longstanding commitment to championing the hardworking people of the world
- 2 Elevates the worker in an emotive way
- 3 Strong nod to Carhartt's heritage, credibility and roots



Opportunities

- 1 Be overt about who CCG is and all it does as a premium uniform experience
- 2 Show why CCG is relevant to my business
- 3 Speak first and foremost to decision makers and crews/workers in a business context
- 4 Be clear how the next frontier notion relates to their business challenges and needs

Sharpening FFTNF's brand emphasis to underscore CCG's performance focus



Creative Strategy to Guide CCG B2B Brand-Level Campaign:

Fit For The Next Frontier of High Performance

CCG is for hard working *high performing* crews and the businesses who employ and empower them, providing the premium uniform experience needed to achieve big results.

Next Frontier = solving new challenges rather than ready and waiting for them to come

STRATEGIC QUESTION THREE

How might this impact the future direction of CCG'S recruitment & retention efforts, within the context of FFTNF?

Campaign Approach: CCG recruitment efforts need a two-prong approach

1. Getting Credit

CCG brand campaign messaging to inform business decision makers about all CCG is doing to solve their talent shortage problem.



2. Recruiting Tradespeople

Integrated program that attracts promising skilled tradespeople to the career.

▮▮ CCG is doing a lot already to fill the talent shortage, credit is due

Current Philanthropic & Partnership Efforts to Fill the Talent Gap

- Future Farmers of America
- Skills USA
- National Park Foundation
- All Within My Hands' Metallica Scholars Initiative
- Union's Sportsmen Alliance
- Grow Detroit's Young Talent
- ISAIC

*“Actions speak louder than words. That’s why we partner with people and organizations that dedicate every day to **sparking careers** and filling jobs.”*

▣▣ The Candidate Recruitment Opportunity

CCG has a great opportunity to re-write the playbook on recruiting promising candidates into the skilled trades. How?

First, we must identify why there is a talent shortage in the skilled trades:

- Increase in need for skilled trade jobs, particularly in home services & construction
- Older generation retiring
- Conflating with declining blue-collar work like manufacturing, even though demand for skilled trades is growing
- *Devaluing of skilled trade work as a career option (vs. white collar work)*

▣▣ The time is right to elevate the trades

*“We are experiencing a genuine crisis of confidence in our most prestigious institutions and professions. This presents an opportunity to reconsider some basic assumptions. **The question of what a good job looks like—of what sort of work is both secure and worthy of being honored—is more open now than it has been for a long time...***

*Out of the current confusion of ideals and confounding of career hopes, a calm recognition may yet emerge that **productive labor is the foundation of all prosperity.** The meta-work of trafficking in the surplus skimmed from other people's work suddenly appears as what it is, and it becomes possible once again to think the thought, **“Let me make myself useful.”***

— Matthew Crawford, from *Shopclass as Soulcraft: An Inquiry Into the Value of Work*

Skilled trade work is satisfying

A new annual report from Angi, a marketplace for home services, highlights not only the situation of skilled trades during the pandemic, but how skilled trades could take advantage of the so-called Great Resignation in other industries:

- The report suggests people in skilled trades are happy with their work — Angi said that 83% of tradespeople it surveyed said they were at least somewhat satisfied.
- **"So, when two-thirds of the labor force aren't engaged in their work, this is an area where people should be going** because it's booming," Mischa Fisher, Angi's chief economist, told Insider.

▣▣ The skilled trades unlock a new level of career satisfaction and performance for people

“I enjoy working with my hands and brain to create something that others need... With a job I know that at 3 o'clock I'm done for the day and I don't even have to think about work. I can just go home and spend quality time with my family or do whatever I want.”

“Carpenter by trade, 30+ years, really enjoy the problem solving, job satisfaction.”

“I underestimated how badly I needed something I could physically touch when I was done working, rather than spending all day working with a few paragraphs on a screen to show for it.”

“I have good job satisfaction because I truly enjoy my work. I'm in a trade that pays a decent living. And I've put in the work to develop my skills to make myself valuable to employers, so if I don't like my job I can easily move on to a company that treats me better.”

“I enjoy my 8-4, building awesome custom homes. I always show friends and family pictures, I'm always helping out them with projects or side jobs. You're actually a useful person in this world. [You] use your body as it was intended [not sitting at a desk all day].”

“I'm an electrician. I'm much more fulfilled knowing my hands built things that people will use and work at for years to come. To this day I still smile when I pass by projects that I worked on and point them out to my wife and kid.”

▣▣ There is an opportunity to elevate the trades in a different way

“Fisher said recruiters needed to change their messaging as well. Many of the tradespeople in Angi's survey said they were **satisfied with their work mainly because they found meaning and value in it**. But that isn't being prioritized in recruitment efforts.”

CCG recruitment two prong approach

GETTING CREDIT

Business Decision Makers
(VP to C Suite to SMB Owner)

Business Need

To fill their skilled trade talent shortage

Message

CCG is working to find the next frontier of high performers to fill your hiring needs.

Proof Points

- Non-profit partnerships
- Philanthropic efforts
- Recruitment & retention sponsored programs

RECRUITING TRADESPEOPLE

Skilled Trades Career Candidates

Business Need

To find the right fit for their (next or first) career

Message

The skilled trades are the perfect career fit for the next frontier of you.

Proof Points

Unlocking a new level of career performance:

- Meaningful/useful work
- Work with my hands
- Building things with permanence
- Developing “skills for life”
- Creative problem-solving.
- Paid well and for every hour
- Career with flexibility
- Get to learn on the job



**Today, you'll see three ideas. Built off the same strategy.
Each idea looking at different ways to bring the strategy to life. Then, within each idea, you'll see:**

- 1. A write up of the “big idea.” This is our narrative. The emotional articulation of the strategy.**
- 2. The idea expressed at a B2B brand level across a range of proof-of-concept tactics.
Communicating to our audience that Carhartt Company Gear is the brand Fit for the Next
Frontier of High Performance.**
- 3. The idea through the lens of our recruitment and retention efforts. So, we get credit with our
B2B audience for helping solve their talent shortage problem, while also recruiting the
prospects that will fill the gap.**

That said, let's roll up our impossibly durable yet comfortable sleeves and get into it...

Creative

Campaign 1

This idea builds on the equity of Fit for the Next Frontier. Both its ability to harken back to the mindset that built this country. As well as the internal drive it will take to build our future. A drive at the heart of Carhartt people everywhere. So, the question becomes...how can we continue that story but carve out a distinct space for our B2B brand? We believe the opportunity lies in unpacking the first part of the equation. If the current brand message is working to define the Next Frontier, our B2B message looks to further define the idea of “Fit”. That for businesses to be successful in the Next Frontier – from SMB to enterprise across a range of industries – they need a partner that fits. They need uniform solutions that fit. They need products that fit the needs of their employees to help them feel safe, productive and proud. Carhartt Company Gear is the partner that fits. **Fit for crews to perform at their best. **Fit for** businesses to perform even better. **Fit for the next frontier.****

Fit for _____ Brand Tactics

Builds on the momentum of Fit for the Next Frontier by positioning Carhartt Company Gear as the partner that fits the needs of crews and businesses.

FIT FOR TURNING THE GEARS OF COMMERCE. LITERALLY.



Learn how Carhartt Company Gear will help your crews and your business run at peak performance.
Gear up at company.carhartt.com



FIT FOR FIGHTING IN THE TRENCHES. AND RAISING THE BAR.



Learn how Carhartt Company Gear will help your
crews and your business operate at the highest level.
Gear up at company.carhartt.com



Visual Language / Design Rationale

Headline overtly ties to business benefit.

Leveraging the Carhartt Company Gear logo.



Focus on "people at work" images vs lifestyle.

Brand style visualization of "C" lives in the B2B space.

Visual Language / Photography



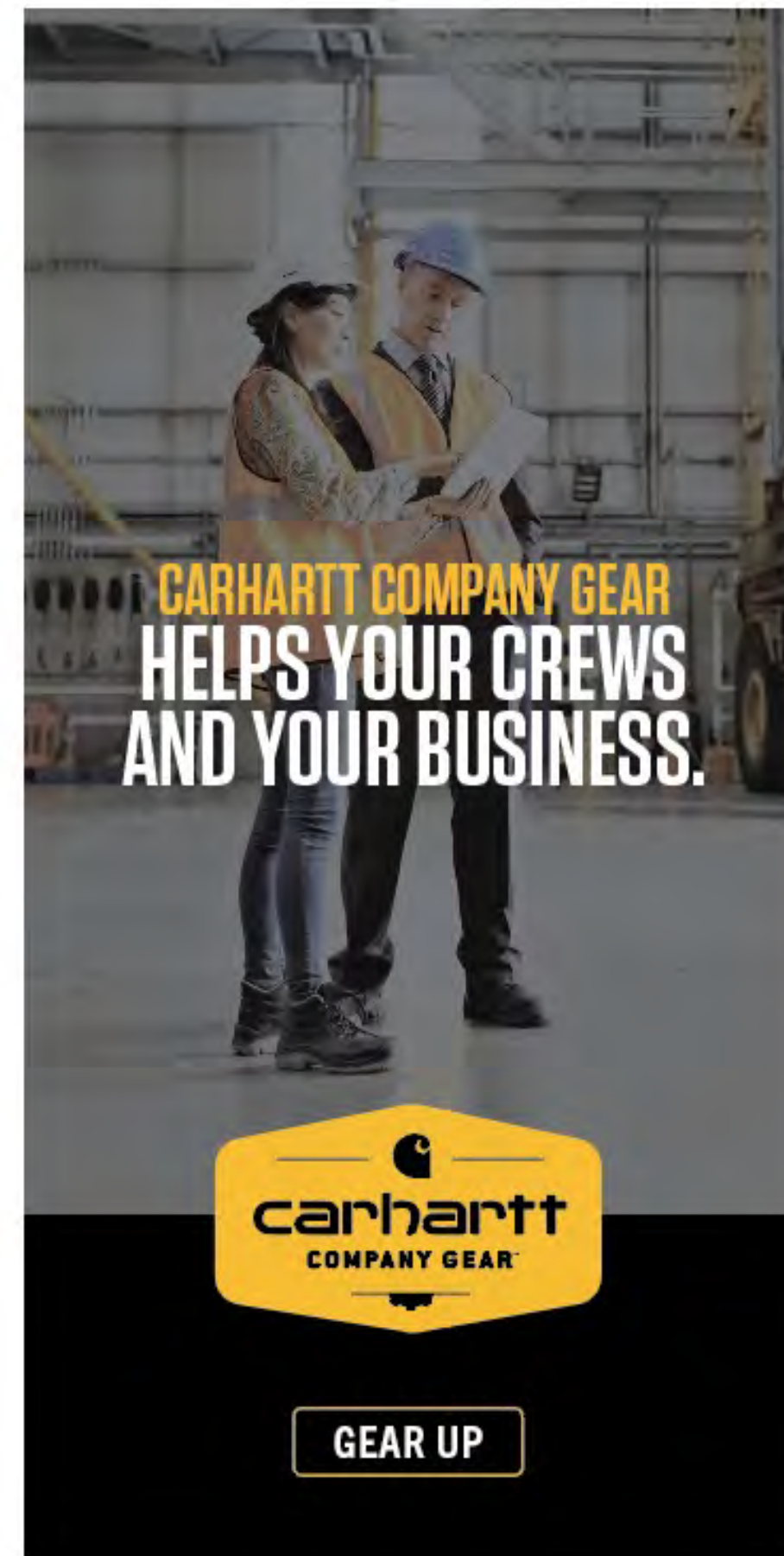
Style + Treatment

Authentic portrayals of business owners and their employees who live the Carhartt way of life.

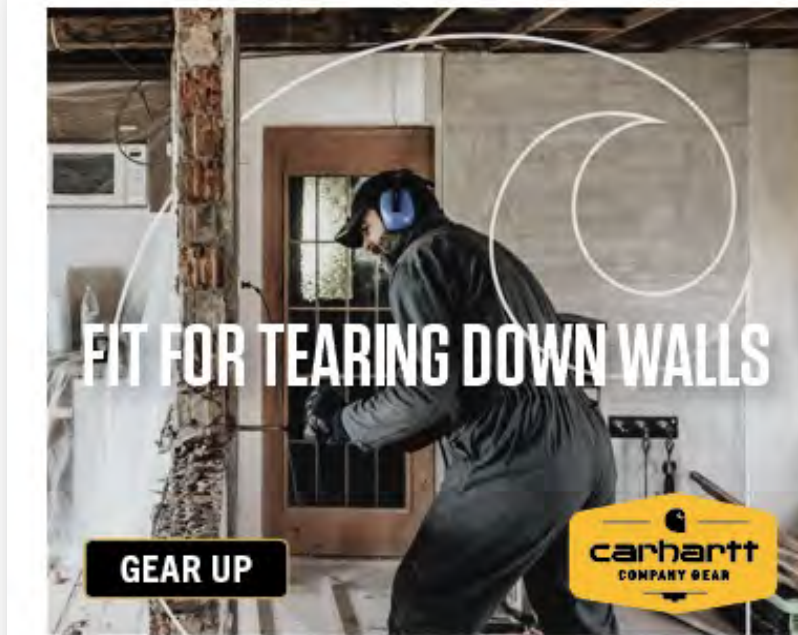
The workers should appear to pass through the C.

Digital Banners

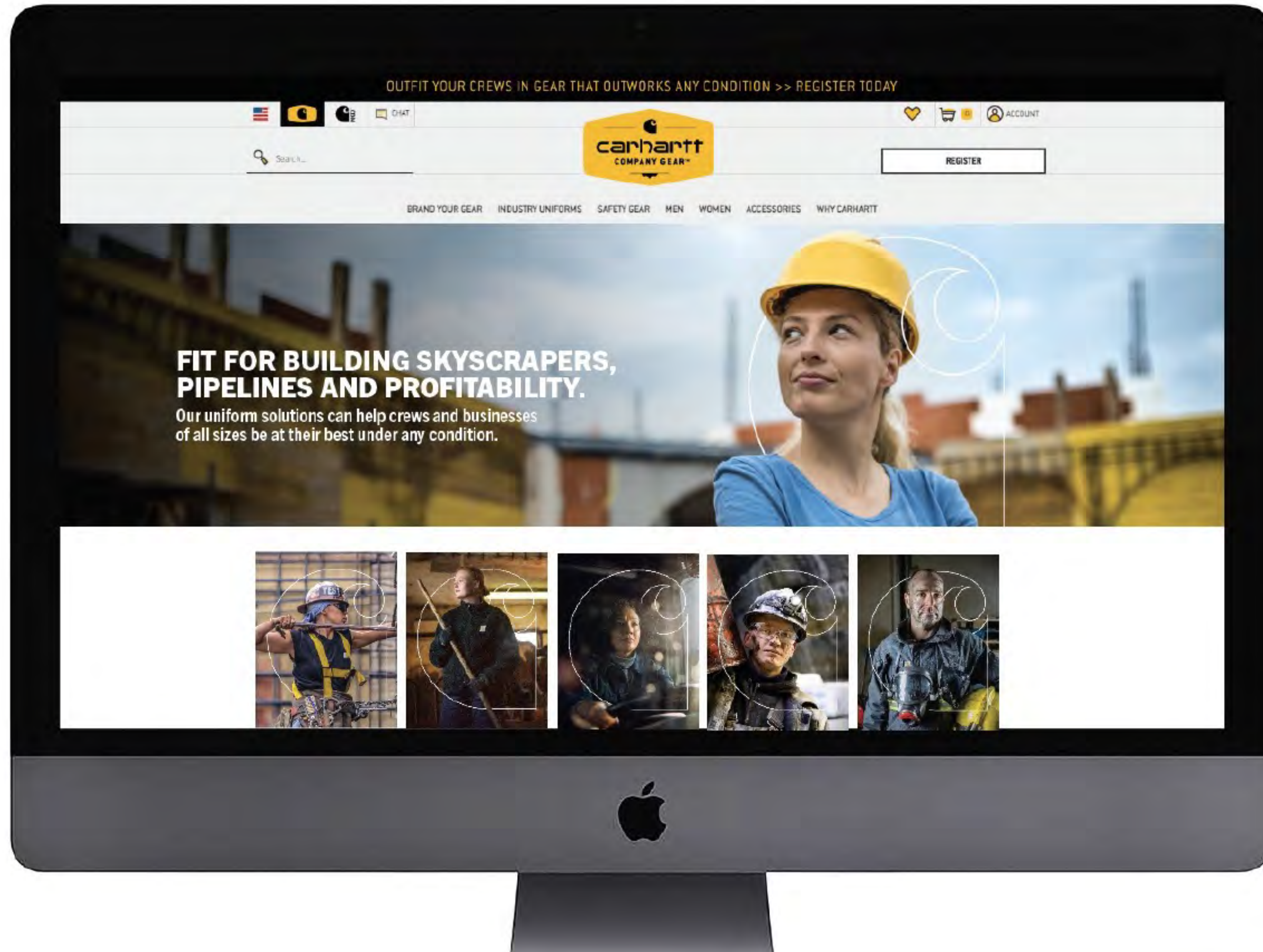
300 x 600



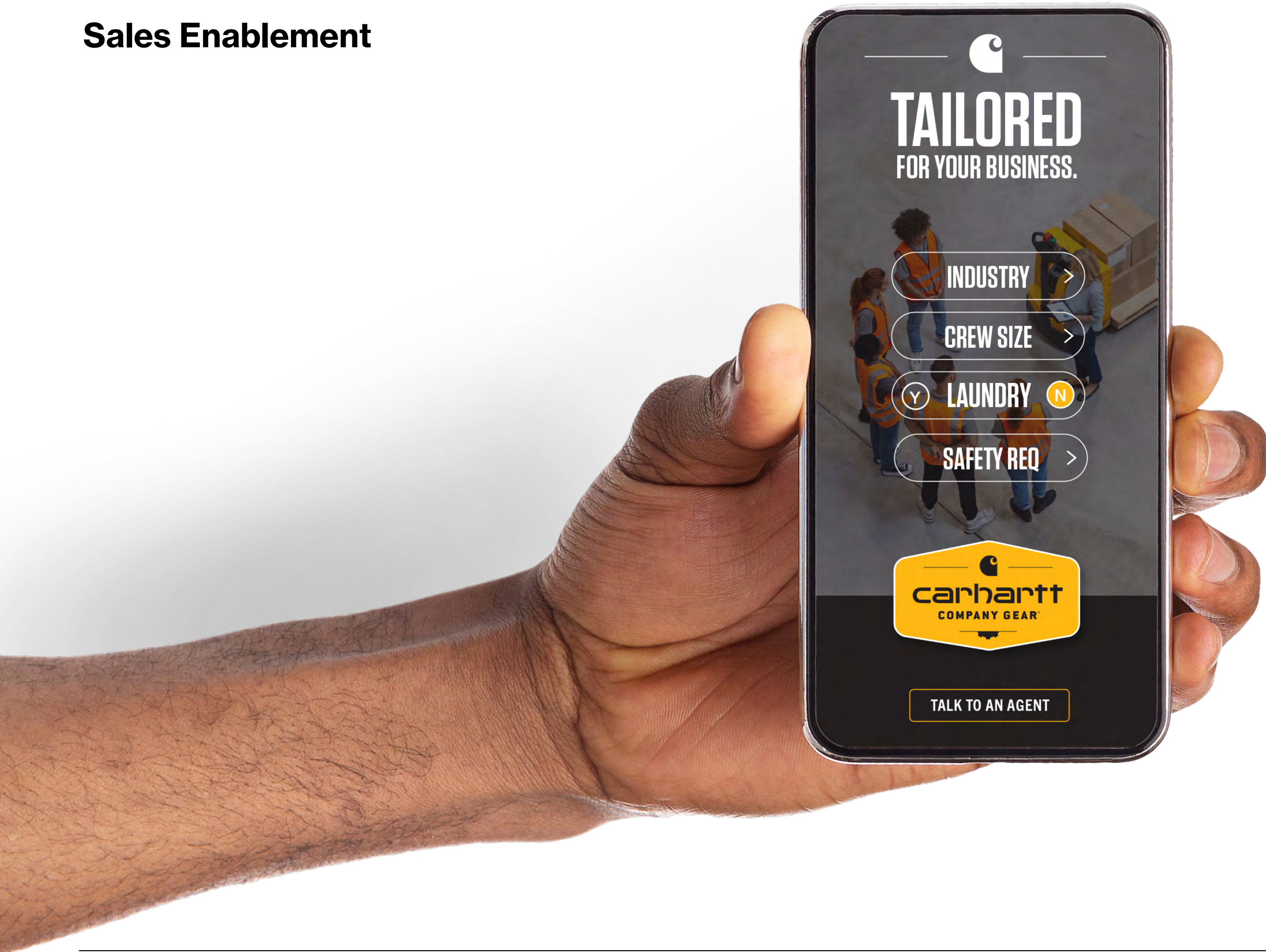
300 x 250



.com



Sales Enablement



“Tailored” Consultant Tool

Whether in-person with a CCG sales rep, or as a self-guided online tool, let’s offer an engaging way for prospects to create a uniform solution – whether their crew is in an office or on an oil rig – that best fits the needs of their industry and business.

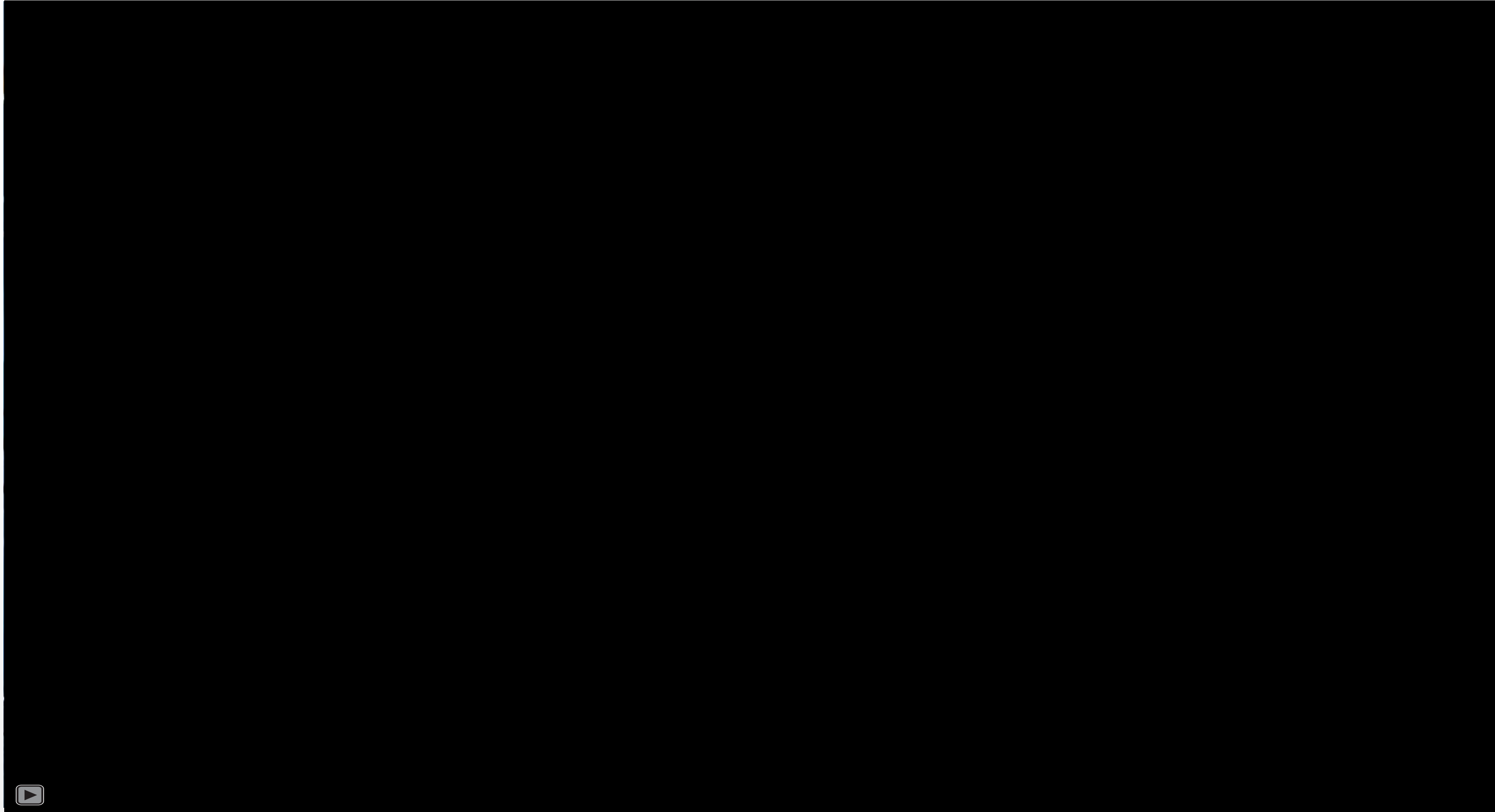
How does this campaign work for recruitment?

When it comes to our recruitment and retention efforts, we shift the lens from performance as it relates to business and crew success and focus more specifically on how our performance is helping to fill the talent shortage. We also aim to tap into the same ethos at the heart of the Carhartt brand. Engaging people with the mindset the Next Frontier demands and then exposing them to the opportunities the Next Frontier delivers.

This is how we'll achieve our two-pronged approach. 1. Get Credit 2. Recruit Tradespeople.

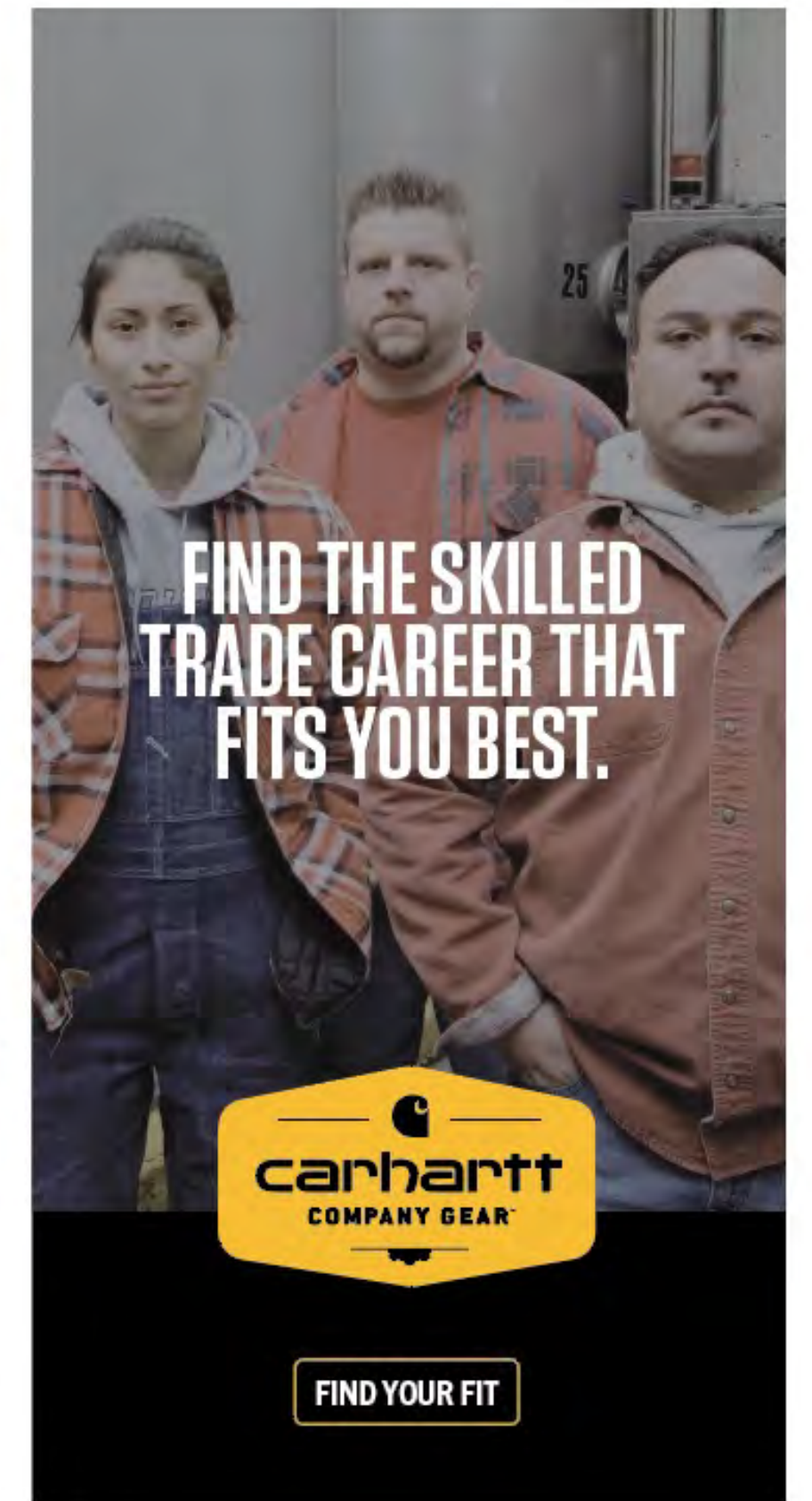
Digital Video

Watch the video below or at <https://vimeo.com/emasyracuse/review/681537486/92575264da>



Digital Banners

Paid media targeting prospects can tap into a mindset that aligns to an industry as well as our brand.



300 x 600 Banners

Wild Postings

Get credit & recruit prospects on the job

Wild postings at job sites can celebrate our products and the people who use them. We'll also engage prospects passing by, intrigued by what they see both in the posters and on the site. A QR code can direct them to info on how to get started.



Content Hub

Get credit by aggregating thought leadership content.

Whether as a dedicated microsite or an extension of our existing CCG site, let's elevate the visibility of our current efforts to build affinity with business decision makers.

Newsfeed showcases our ongoing efforts.

Tool allows customers to refer prospects.



Countdown illustrates we're closing the gap.

Link to partners builds credibility.

Social Engagement



Take pride and get credit.

Incentivize workers to post photos in their gear. We can aggregate the pics to a dedicated CCG account. Demonstrating to business owners the pride that comes with suiting up in Carhartt.

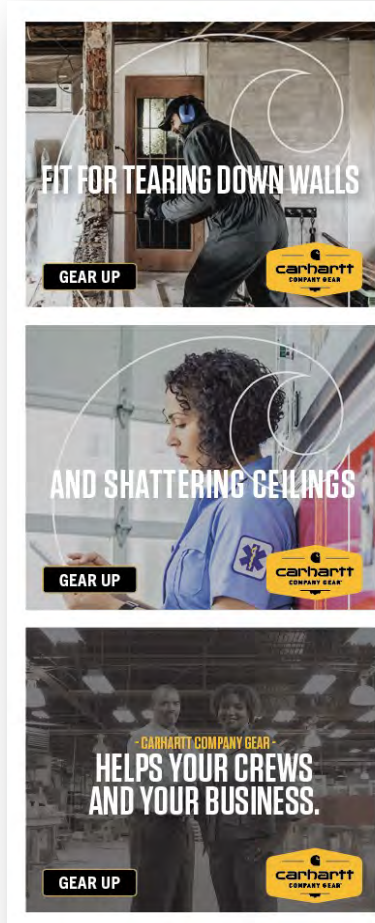
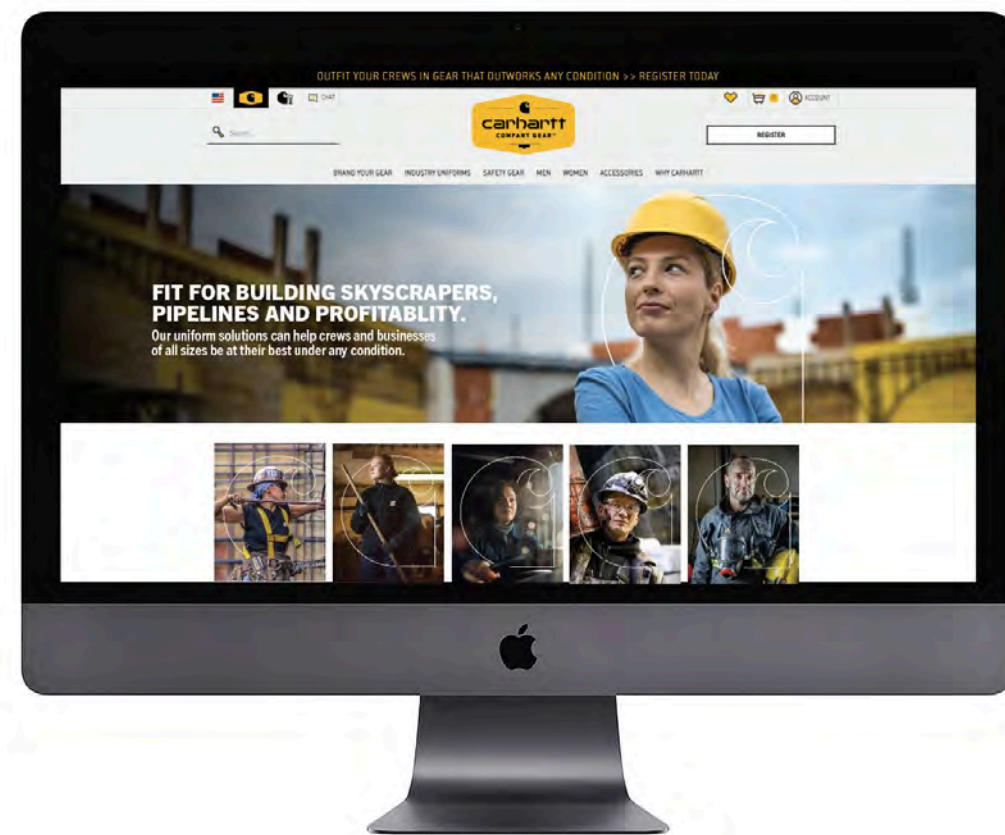
Influencer Campaign / CSR

Get credit from influencers that reach both business customers and prospects.

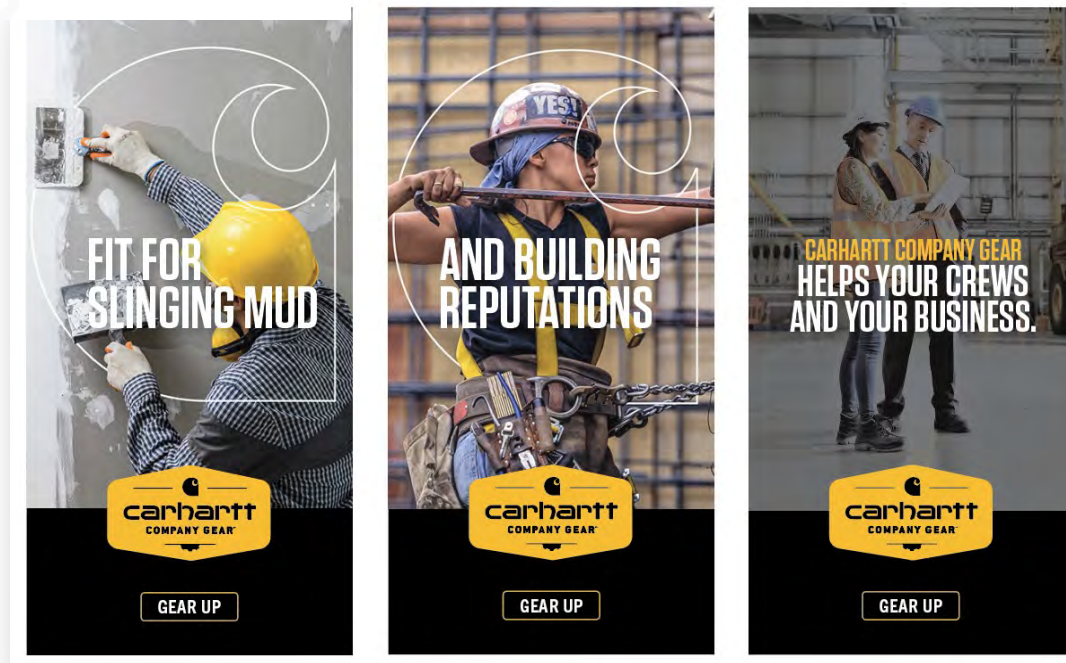
Let's partner with professional contractor, educator and TV personality Mike Holmes who's already passionate about the burgeoning construction career of his daughter, during #WomenInConstruction week. Or, if not Mike, find other "celebrity" builders (like Karen Laine and Mina Starsiak from HGTV's Good Bones) whose existing audience fits with ours, giving our efforts greater reach and faster impact.



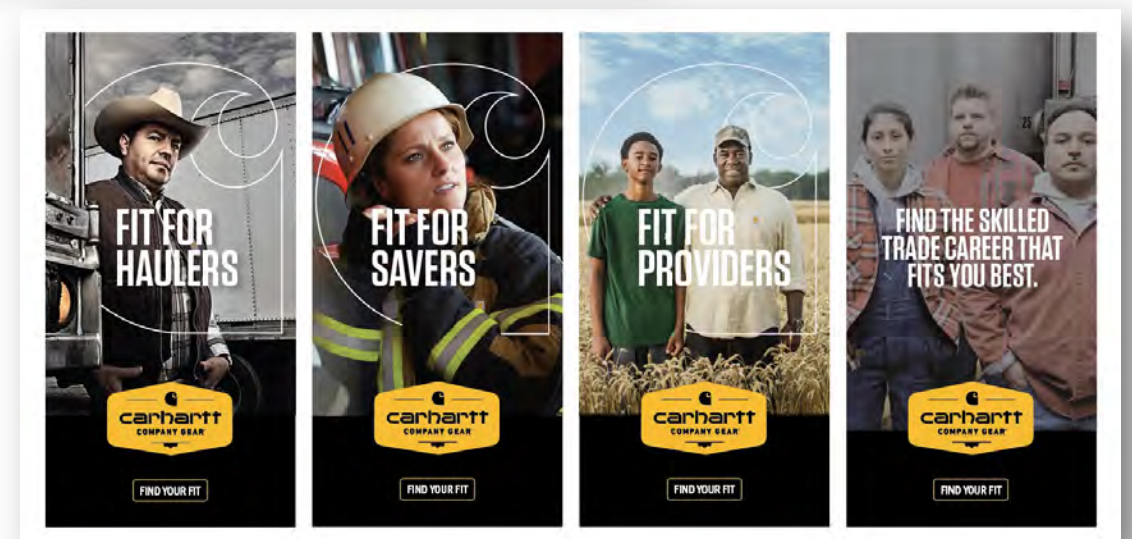
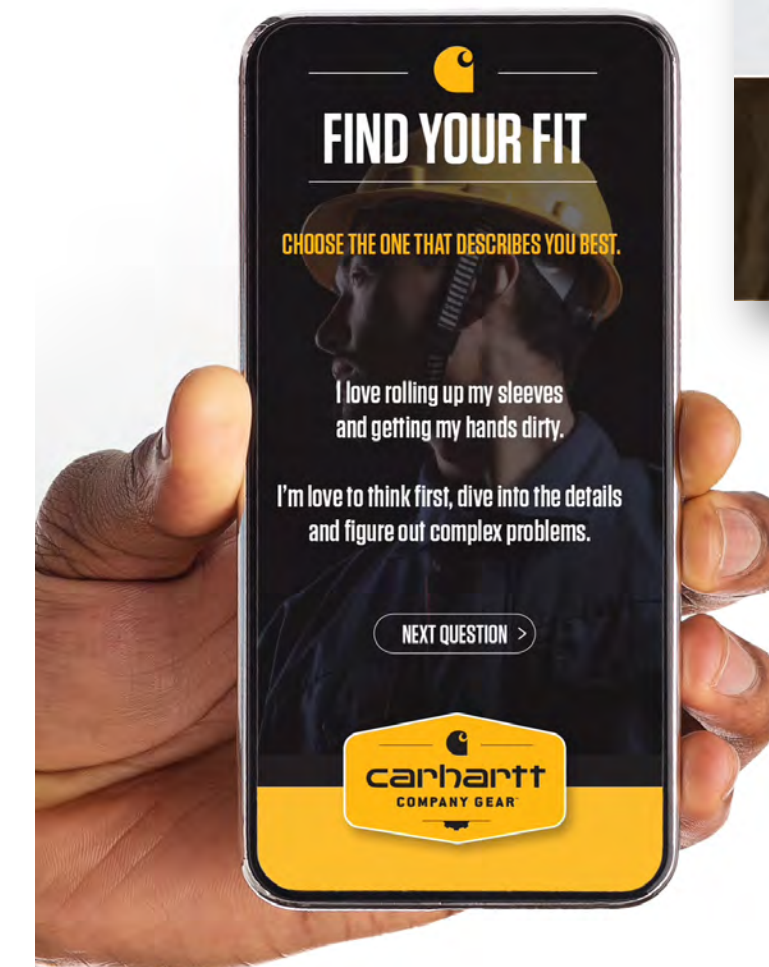
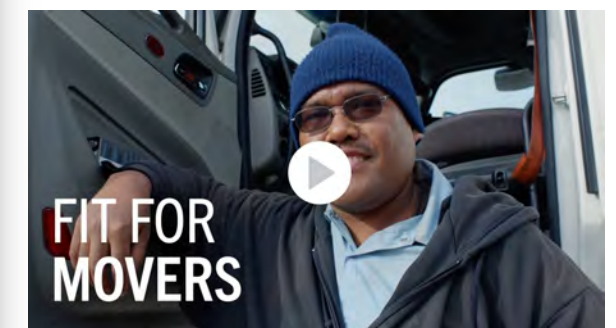
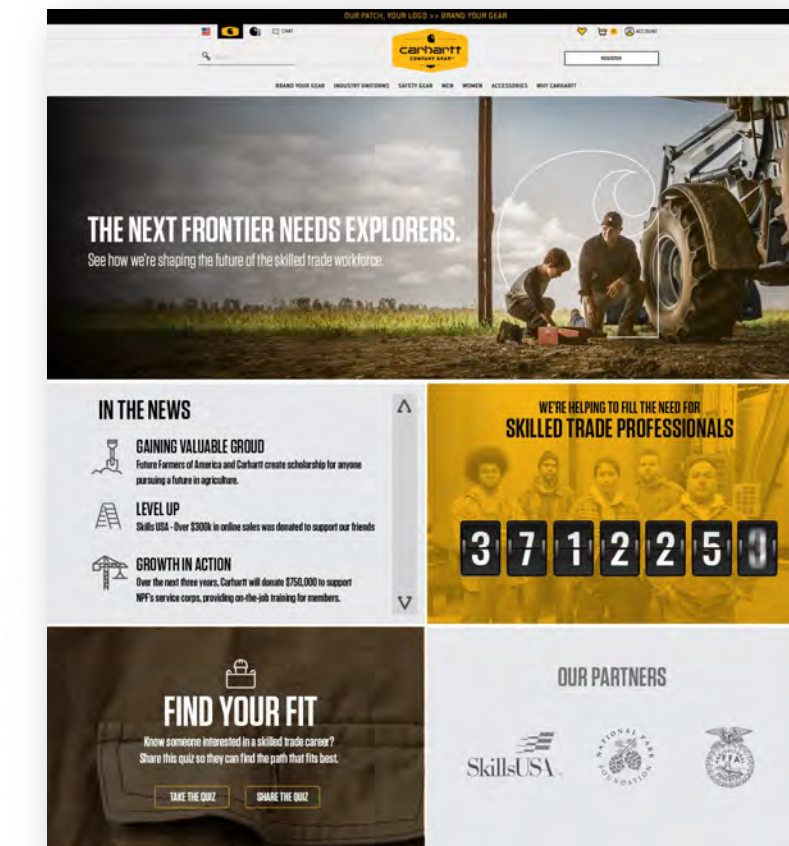
Campaign Ecosystem



Brand



Recruitment



Your company's reputation depends on the performance of your crews. On their passion for not just putting in the hard work, but in cranking out big results in the process. It follows that they should be outfitted in gear built to that same ethic. Carhartt Company Gear. Our premium uniform experience is engineered for every challenge and condition your workers face. Equipping them to perform at the highest level, whether they're on a road crew, construction site, drilling platform or rail yard. We're Carhartt Company Gear. **We're built from the same fiber.**

We're built from the Same Fiber Brand Tactics

Tightens the connection between celebrating work ethic and supporting performance, illustrating how CCG, our customers and their crews have high performance in their DNA.

WE'RE BUILT FROM THE SAME FIBER.

You train your crews to muscle through mediocrity. To sweat through *good enough*. To achieve results that aren't just about company goals, but personal accomplishment as well. Why not outfit them in high performance gear built to those same standards. For the next frontier in high performance, work your way to companygear.carhartt.com

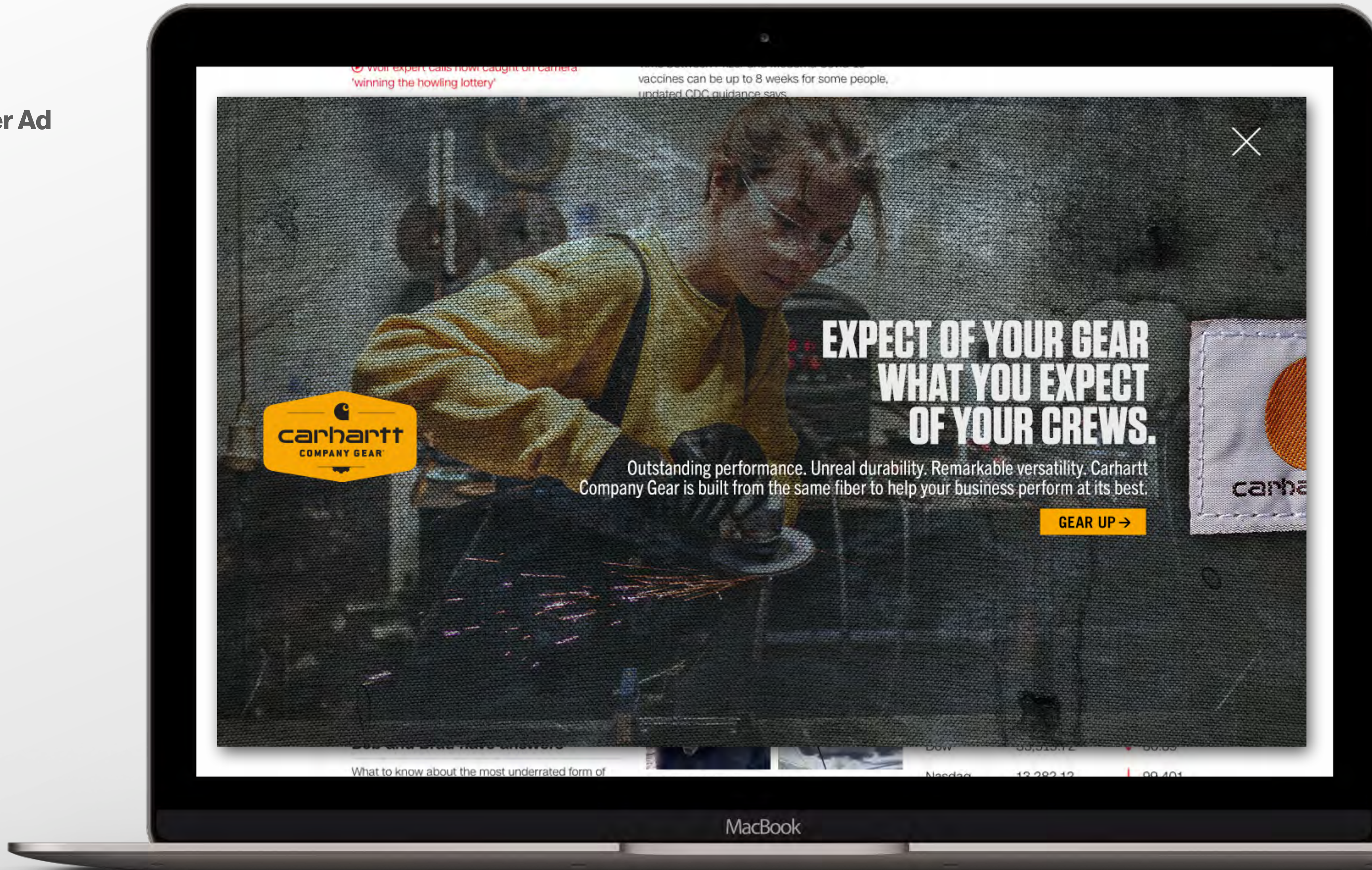


Visual Approach

Embracing the idea of fiber, we see our subjects embedded in the close-up details of Carhartt fabric that has been worked hard and shows it. The ubiquitous Carhartt logo patch is always partially visible helping the viewer connect the imagery of hard working folks with the performance of our clothing. And the performance of their business as a result.



Brand-Level:
Web Page Takeover Banner Ad



Brand-Level:
Social Video/OTT

An ode to a day well worked

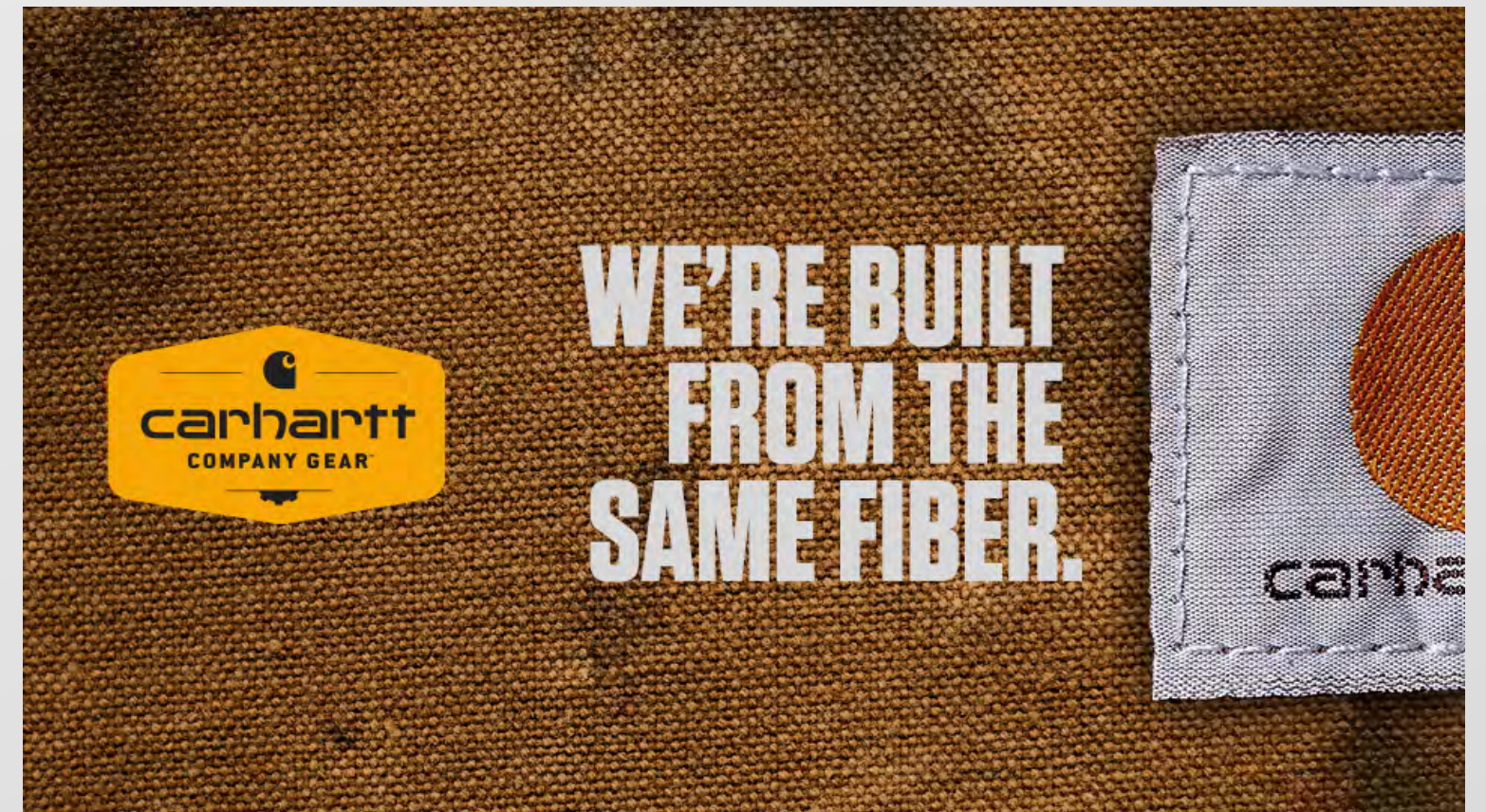
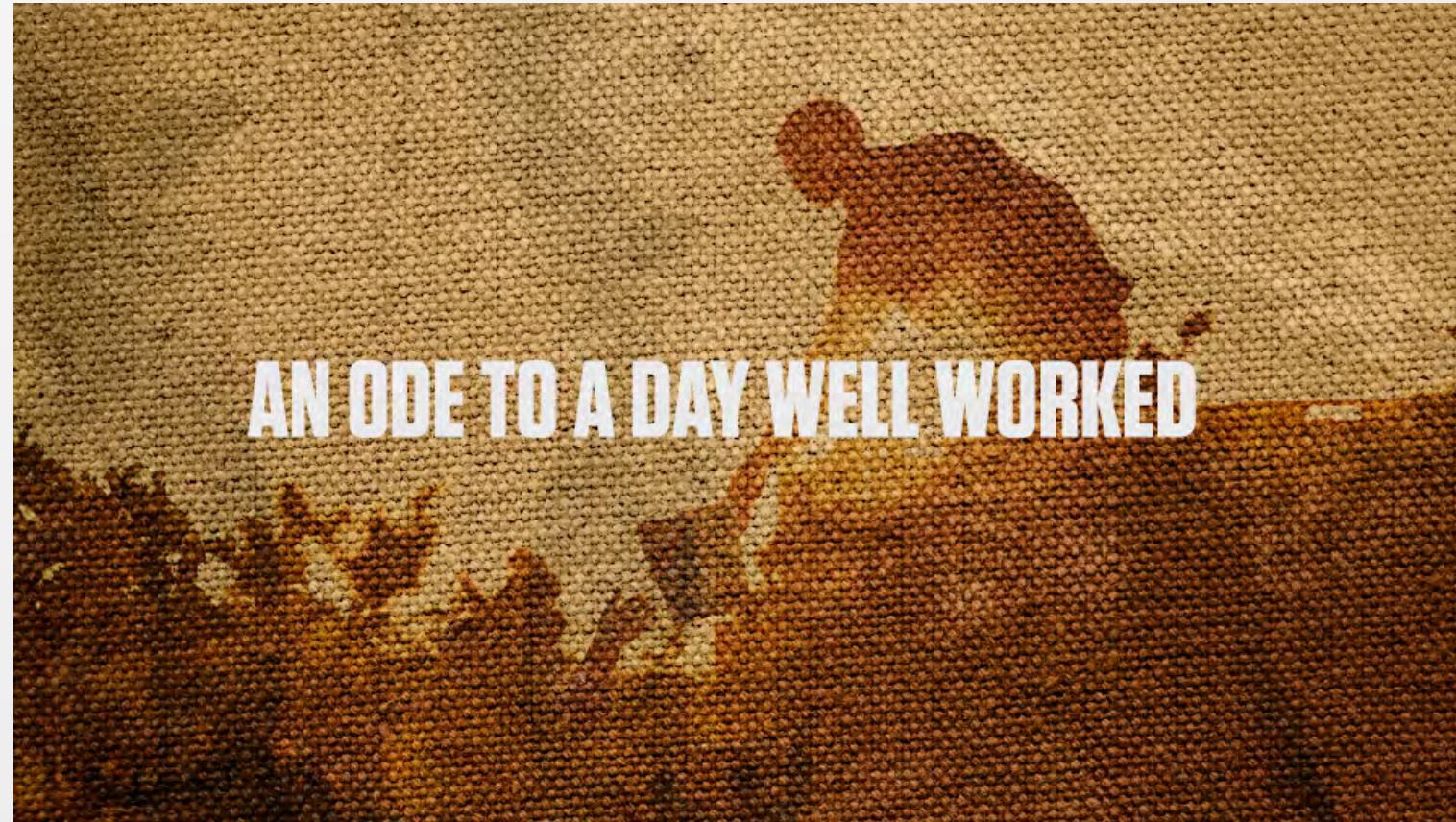
*Muscles ache
Sweat flies
Your teams know their success relies*

*on their hard work,
and on their skills,
and on their unrelenting wills*

*to push through ordinary
and drive to great,
drawing on a passion that is completely innate*

*At the end of the day
when the work is all through
make sure you give them all that they give you.*

We're Carhartt Company Gear. We're built from the same fiber.

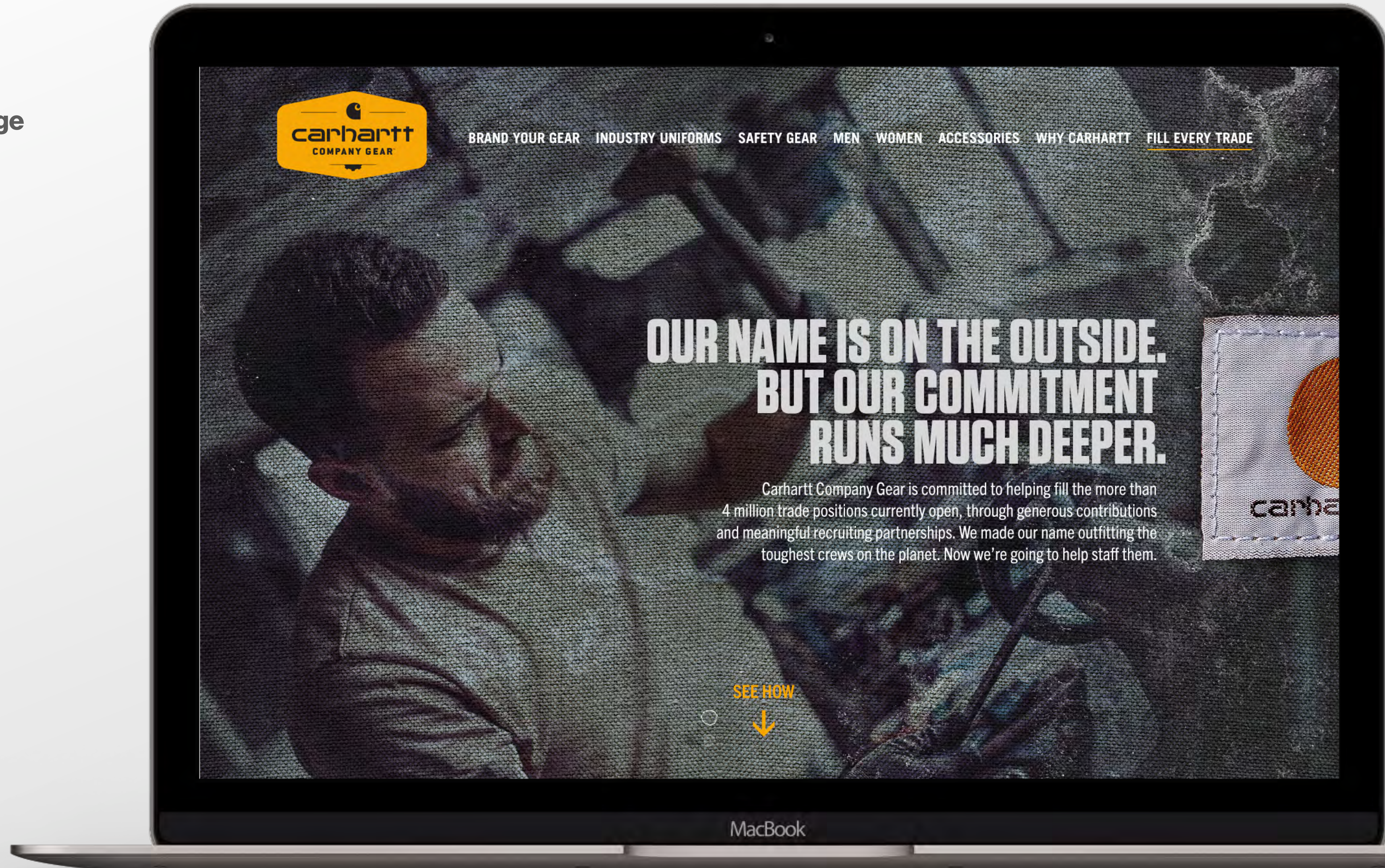


How does this campaign work for recruitment?

Test your fiber.

The recruitment portion of this campaign highlights Carhartt Company Gear's efforts to fill the trade gap while also challenging prospects to discover why skilled trades might just be the right fit for the next frontier of their future.

**Recruitment-Level:
CCG Commitment Webpage**



**Recruitment-Level:
Prospect Ad**



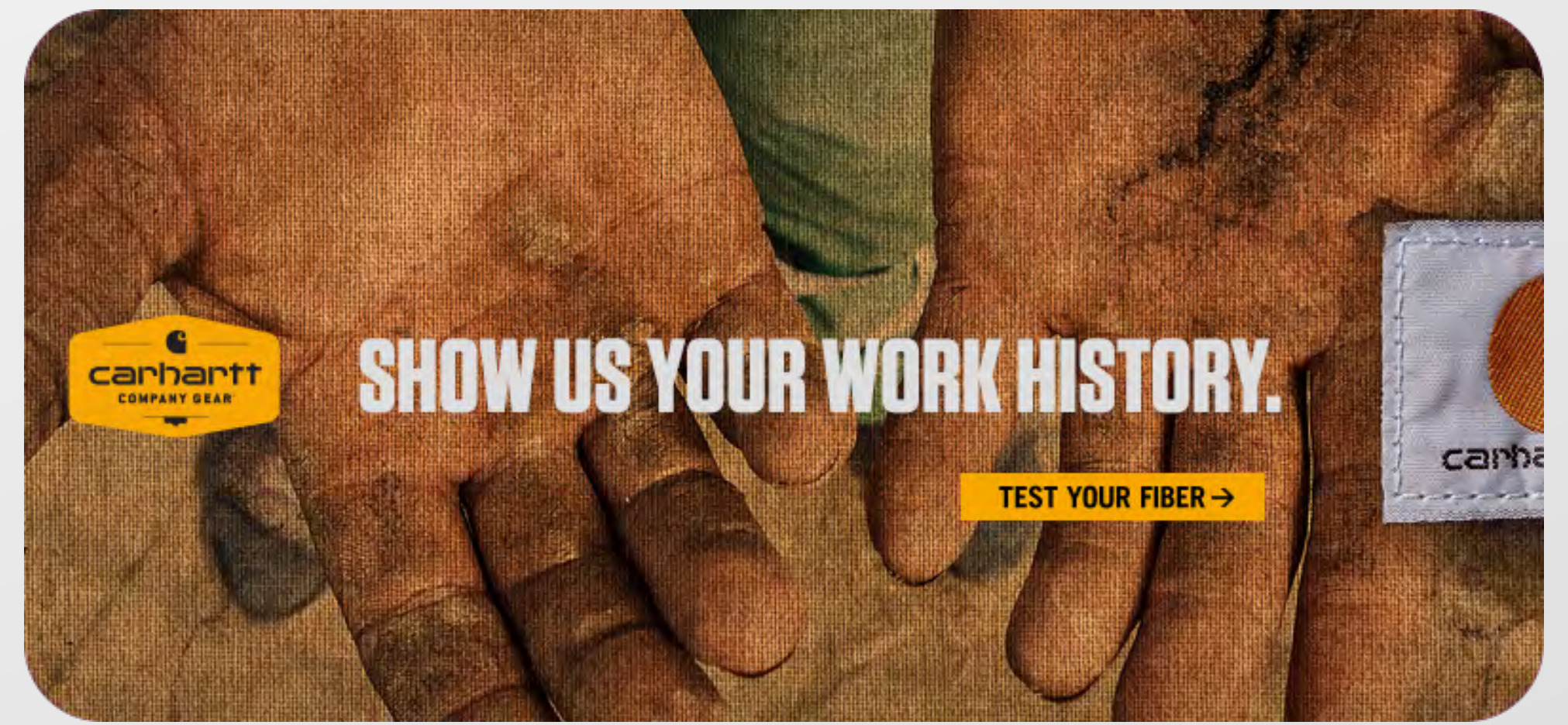
carhartt
COMPANY GEAR

**TOUGH JOBS
REQUIRE STRONG FIBER.**

Skilled trades take a level of dedication and performance that's not a fit for everyone. But for those drawn to this life, the rewards are many. Personal accomplishment. Professional growth. Stable, long-term career path. Flexibility and independence. We have what it takes to outfit these tough jobs. Do you have what it takes to fill them? Test your fiber at companygear.carhartt.com

carha

**Recruitment-Level:
Social Video/Post**



Recruitment-Level: Assessment Quiz

Test your fiber.

Simple filtering test for each category, so a candidate can easily see if they're right for a particular direction or not. Upon matching ("You matched 71% Lineman"), we can share links with companies and organizations in the test-taker's region that offer internships, apprenticeships and training.

carhartt
COMPANY GEAR

TEST YOUR FIBER.

There are more than 4 million open trade jobs waiting for a worker like you. Find your career fit with this 20-question survey.

GET STARTED →

carhartt

MacBook

Look at the stars on your team. Are they the ones who work the hardest? Or the ones who achieve the most? Tough question, but a real one when your company is judged on the results it delivers, not the effort it takes to get there. We understand that because we build our gear the same way. Not just to outwork everyone else, but to *outperform* them as well. After all, hard work without achievement is just wasted effort. And we do not waste our efforts. **Carhartt Company Gear. The gear for those with grit.**

The gear for those with grit

Brand Tactics

Elevates the results of hard work, highlighting how CCG helps businesses and their crews follow through to deliver results, regardless of the challenges they face on the next frontier.



HARD WORK IS ONLY HALF THE STORY.

The result of that hard work, that's the real prize. The job completed, problem solved, obstacle overcome. We design Carhartt Company Gear to match that ethic. To not just outwork everyone else, but to *outperform* them as well. Because we think your company gear should match the grit, performance and achievement of the people wearing it. For a premium uniform experience that fits your crews as well as it does your business goals, work your way to companygear.carhartt.com.

Visual Approach

Playing off the theme of grit, we'll embrace authentic, gritty imagery that shows our audience performing at the highest levels. To drive home the grittiness, this approach leverages Tungsten Stencil for headlines with an authentic stenciled spray paint effect.



carhartt
COMPANY GEAR

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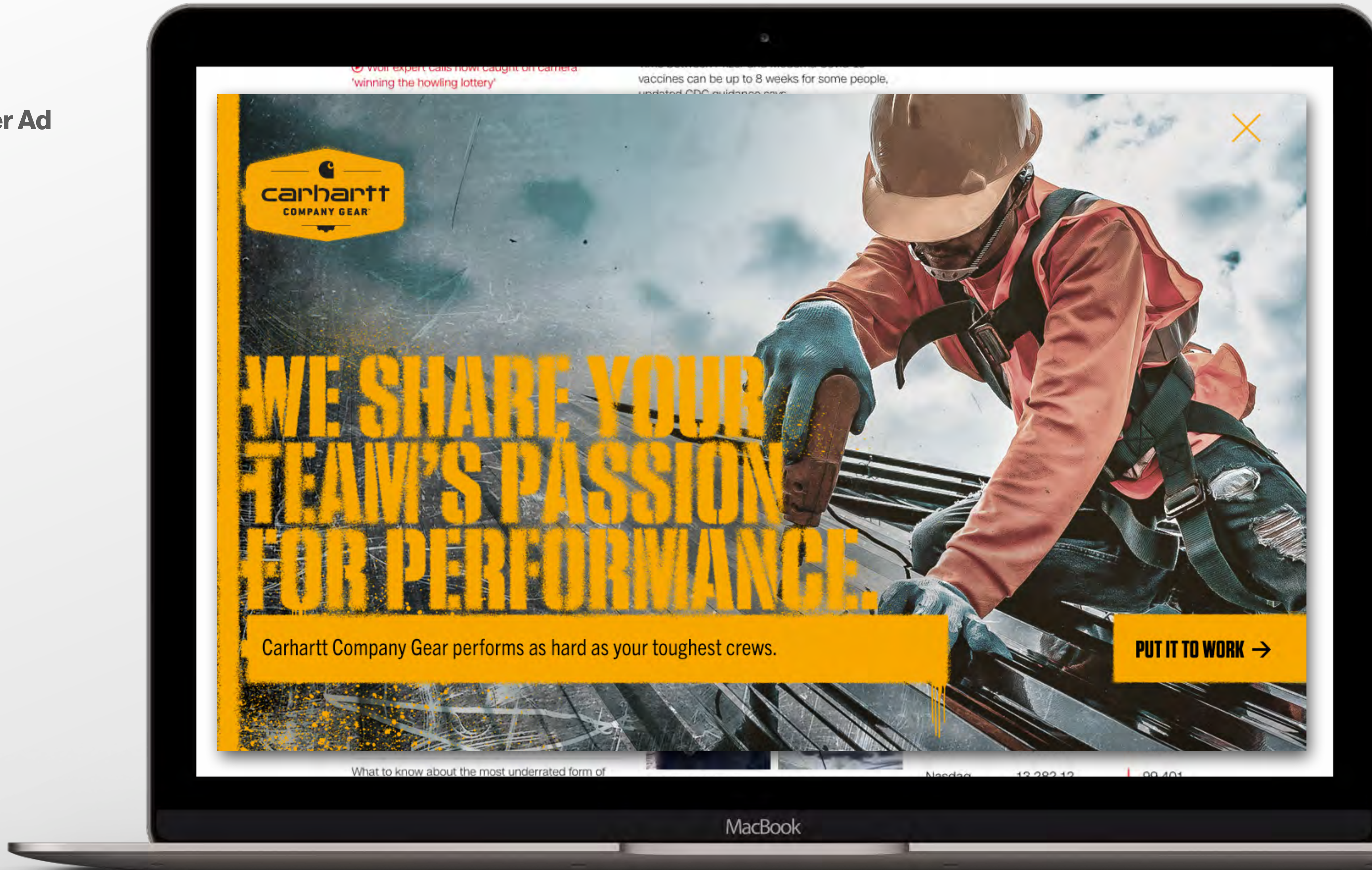


THE STRONGEST BUILDING MATERIAL? HE'S WEARING IT.

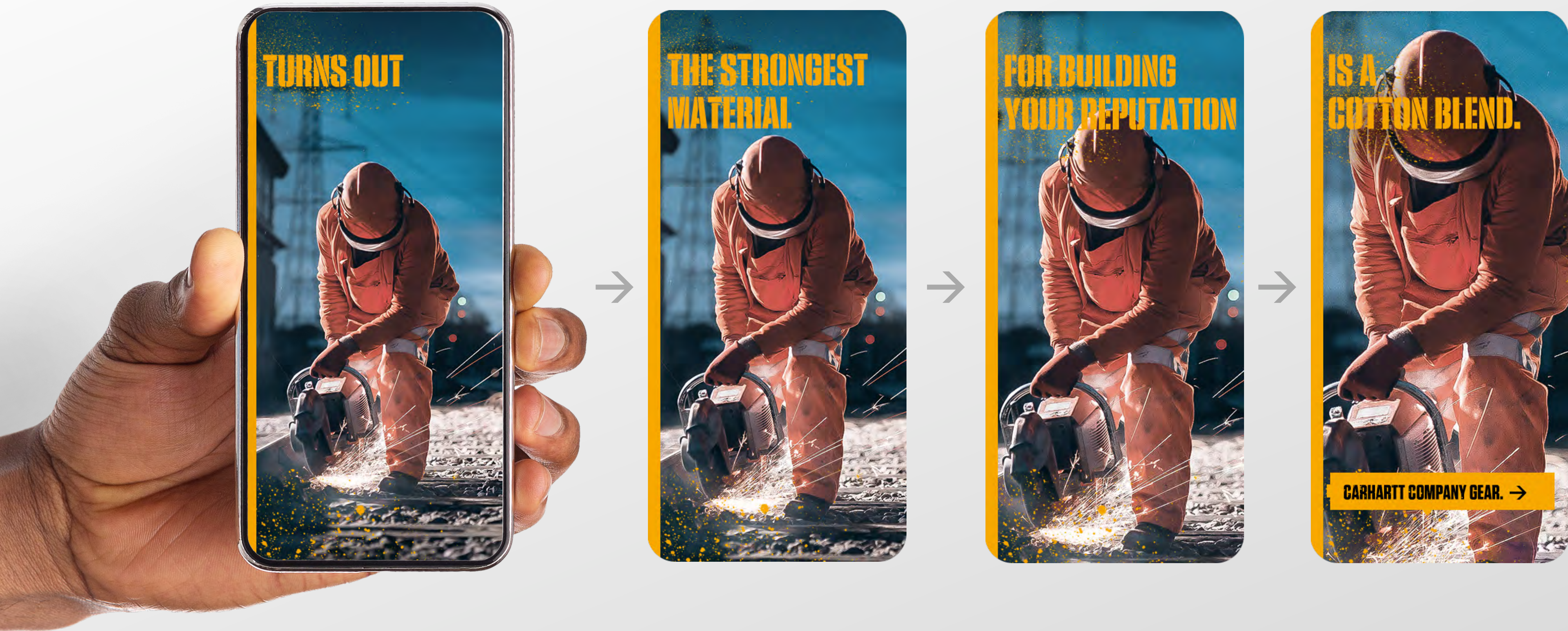
Carhartt Company Gear is the hardest working, highest performing clothing line you can offer your crews. It's also the best fit for your business goals. Our premium uniform experience includes integrated solutions for crews of 10-10,000 and a dedicated service and support team that has your company's back 24/7. Because we believe the commitment behind your gear is just as important as the people in it. companygear.carhartt.com.



Brand-Level:
Web Page Takeover Banner Ad



**Brand-Level:
Social Video**



How does this campaign work for recruitment?

Prove your grit.

The recruitment portion of this campaign highlights Carhartt Company Gear's efforts to fill the trade gap while also challenging prospects to discover why skilled trades might just be the right fit for the next frontier of their future.



PROVE YOUR GRIT.

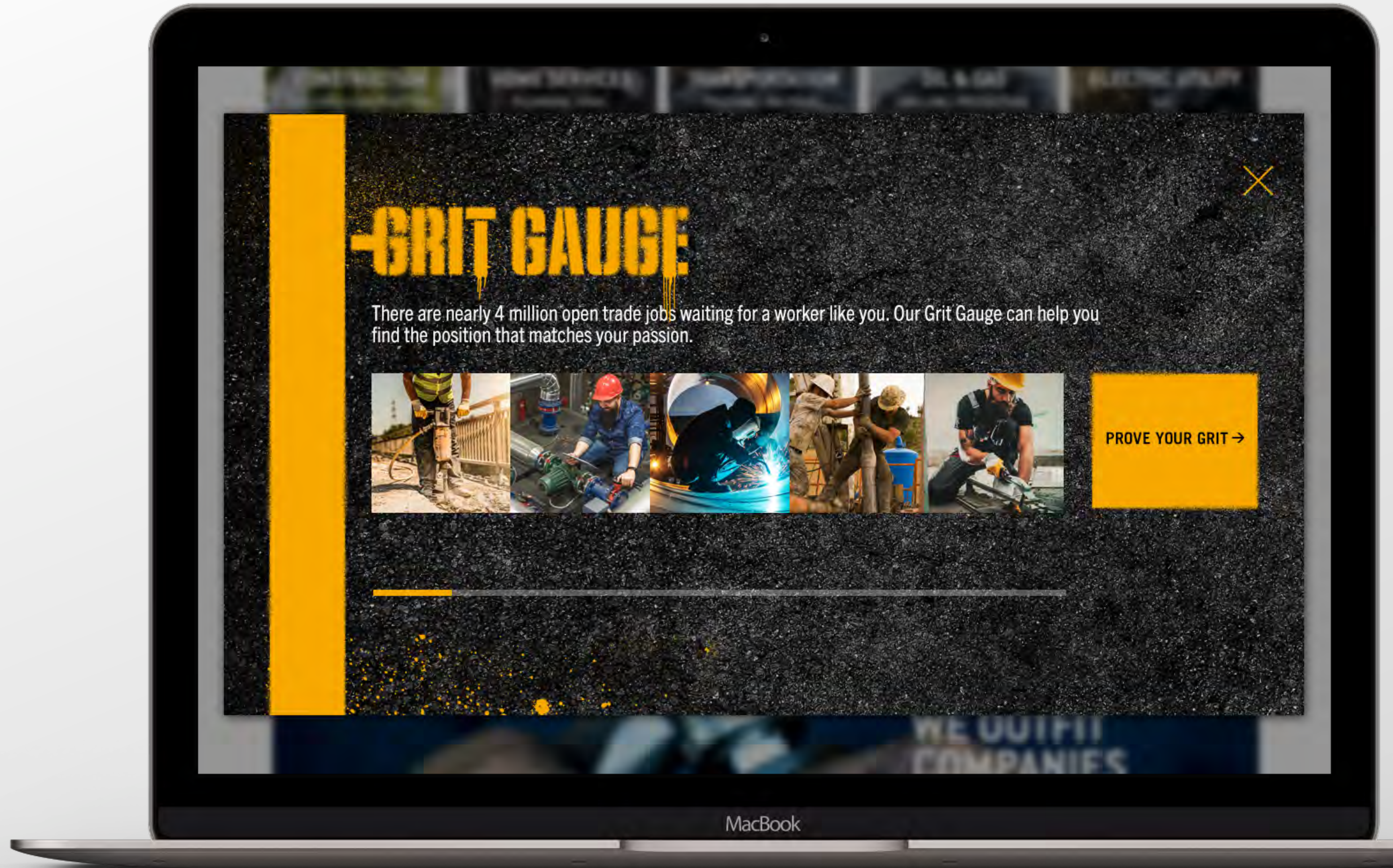
There are more than 4 million skilled trade positions currently open. All of them are rewarding. But none of them are easy. They take a commitment to hard work and performance that requires a special type of person. A person like you? Find out with the Carhartt Company Gear Grit Gauge, an interactive barometer that pairs you with the right trade. Find your fit at companygear.carhartt.com



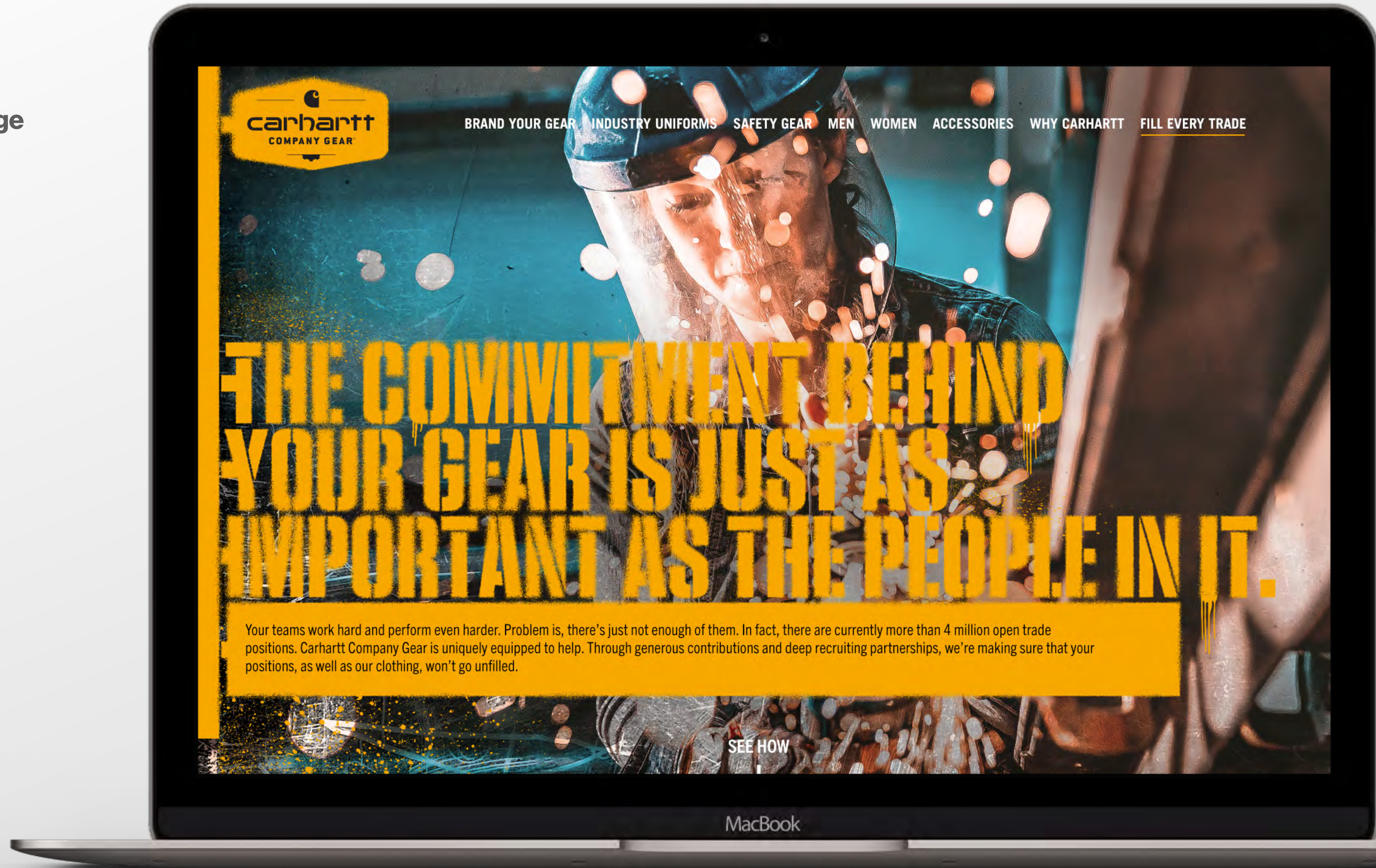
Recruitment-Level: Assessment Quiz

Grit Gauge

This simple filtering test helps identify different character and personality traits and matches them to the main categories of skilled trades, offering custom selections for each test taker to help guide them to the right school, organization, apprenticeship or company.



**Recruitment-Level:
CCG Commitment Webpage**



T-shirt mailer

Send to high school guidance counselors, hand out at job fairs, send to SMB owners with additional info.



Creative Recap



Fit for _____

Builds on the momentum of Fit for the Next Frontier by positioning Carhartt Company Gear as the partner that fits the needs of crews and businesses.



Built from the same fiber you are

Elevates the results of hard work, highlighting how CCG helps businesses and their crews follow through to deliver results, regardless of the challenges they face on the next frontier.



The gear for those with grit

Tightens the connection between celebrating work ethic and supporting performance, illustrating how CCG, our customers and their crews have high performance in their DNA.

Hopefully, the work and our passion for your brand speaks for itself. But we'd love to walk you through the deck if you have any questions. And we love talking Carhartt. Also, keep in mind the best work comes when brand and agency collaborate. We know enough to be dangerous. We're excited for the chance to work on this challenge together.



Thank You