

Positioning

Does the story ring true?

The love affair with heritage brands forced the hand of newer brands to tell the tale of their genesis—old or new. Now we see authenticity put to the test with a core-infiltrating motion to do more than tell the story. A brand must live it at every level of the organization.

Once: Heritage



Pendleton

There was a time when consumers associated heritage with authority. Take the **Pendleton** blanket, it practically speaks for itself, but what is it saying? It's not enough anymore to have just a back story, there needs to be a story being lived in now.