

Euro RSCG SA makes an impression for Zero Degrees Jeans

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Rather than merely telling customers just how slim-fitting the new range of SlimFit Zero Degrees Jeans is, Euro RSCG South Africa devised an attention-grabbing instore campaign to prove it to them.



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The ads demonstrate that SlimFit Zero Degrees Jeans are so tight, the contents of your pocket will leave an imprint on your skin. The three ads give a provocative peek of the impressions of a ring, a cellphone, and a set of keys on a model's super-slim hip and bottom.

Commenting on the creation of the images, creative director James Daniels says it was a challenge to get the impressions to stand out sufficiently in the photos. "Our model had to endure plenty of prodding, pushing and sitting on the objects to ensure a deep-enough impression was formed," he says.

Creative director: James Daniels

Art director: Chris Crawford

Copywriter: Glenn Curtis

Photographer: David Prior

Retoucher: George Greyling

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