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news release

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For Immediate Release

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New Campaign from The Design Channel Paints Bold New Look for Wright Brand

Fearless approach reflects company's tradition of going beyond conventional paths

WASHINGTON, DC, March 12, 2014—Wright Manufacturing is set to roll out its latest brand platform, developed by its longtime marketing communications partner The Design Channel (TDC), for its mower line. And, in keeping with Wright's history, the new branding is a departure from what one would expect in the landscaping category.

The campaign positions the Wright lineup as "masterpieces of mowing technology" and reinforces this message by featuring machines against impressionistic, multicolored backgrounds that would look perfectly at home in a modern art gallery. "We wanted to convey, in an unexpected and arresting manner, that Wright mowers are true masterworks in productivity, reliability, and operator comfort," said David Franek, president and chief creative officer of TDC.

"This approach has real stopping power in any creative execution, and we applaud the fact that Wright has always seen the value in clearly differentiating itself from other brands in its marketing communications," added Franek. The new brand platform will be seen in a broad variety of marketing applications, including the Wright website, print advertising, online banner ads, dealer materials, and various collateral pieces.

In recent years, TDC has created a number of brand campaigns for Wright that steered clear of the traditional industry emphasis on mowers in action and/or heroic model close-ups. TDC's "Visionary" campaign for Wright drew parallels between the mowers' most outstanding characteristics and breathtaking natural landscapes that evoked those qualities. Another campaign compared operating Wright machines to speed-based sports such as motocross, skiing, and horse racing and highlighted how that speed translated to greater productivity.

Based in Frederick, Maryland, Wright Manufacturing produces a full line of commercial lawn mowers and accessories. Since its founding by Bill Wright, president and CEO, in 1993, Wright Manufacturing has been a leader in lawn maintenance technology, as evidenced by its development of the first stand-on design mower, which brought new levels of maneuverability and productivity to the commercial market. Wright holds more than 40 U.S. patents and is a member of the Maryland World Class Manufacturing Consortium, an organization dedicated to advancing manufacturing innovation. For more information, visit www.wrightmfg.com or call 301-360-9810.

With offices in Washington, DC, Baltimore, Maryland and Charleston, SC, The Design Channel (www.thedesign-channel.com) provides a full range of integrated marketing services, including branding, marketing communications and advertising, and broadcast and interactive media.