



Werner Co. Hires imre as Creative Lead for College Basketball Activation

The leading ladder company taps imre to develop and produce college basketball-themed commercial

BALTIMORE (March 13, 2017) – imre, a full-service, transformative, marketing communications agency specializing in social marketing, public relations, creative and paid media is proud to announce they have been working with Werner. The leading provider of climbing equipment in the United States chose imre to help them create a national television commercial to promote Werner’s sponsorship in college basketball.

“Werner is a tremendous addition to our client roster. When you think of ladders, you immediately think of Werner,” said imre President & Partner Mark Eber. “This provided our agency with a great opportunity to show our expertise in the national sports space, and produce a commercial that basketball fans will love, all while helping our new partner sell more products.”

Werner has been a sponsor in college basketball for years, and wanted to get exposure of their products in front of the millions of sports fans tuned in during this peak ladder-buying season. imre – an industry leader in helping national consumer brands leverage and activate their sports sponsorships – worked with Werner through every step of the commercial development process.

imre worked closely with sponsored athlete Jordan Kilganon – a viral Internet sensation – to capture exciting footage of him dunking with ladders as props. imre also planned and managed all footage-gathering production days and created the 30-second commercial that is currently airing nationally.

To view the commercial, click here - <https://www.youtube.com/watch?v=66xNwxh35AE>.

“We were thrilled by imre’s work, and it’s clear they can develop exciting creative for sports marketing and consumer products,” said Werner Co. Director of Interactive Marketing, Stacy Gardella. “From the first day they focused to understand our business and goals. This commercial spoke to both sports fans and ladder consumers alike, and we couldn’t be more pleased to have partnered with imre on this.”

Werner joins imre’s burgeoning roster of high-profile clients, which includes PepsiCo, California Pizza Kitchen, Dickies, John Deere, AstraZeneca, StubHub, T. Rowe Price and many more.



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