

RE-BRANDING AN AMERICAN HERO

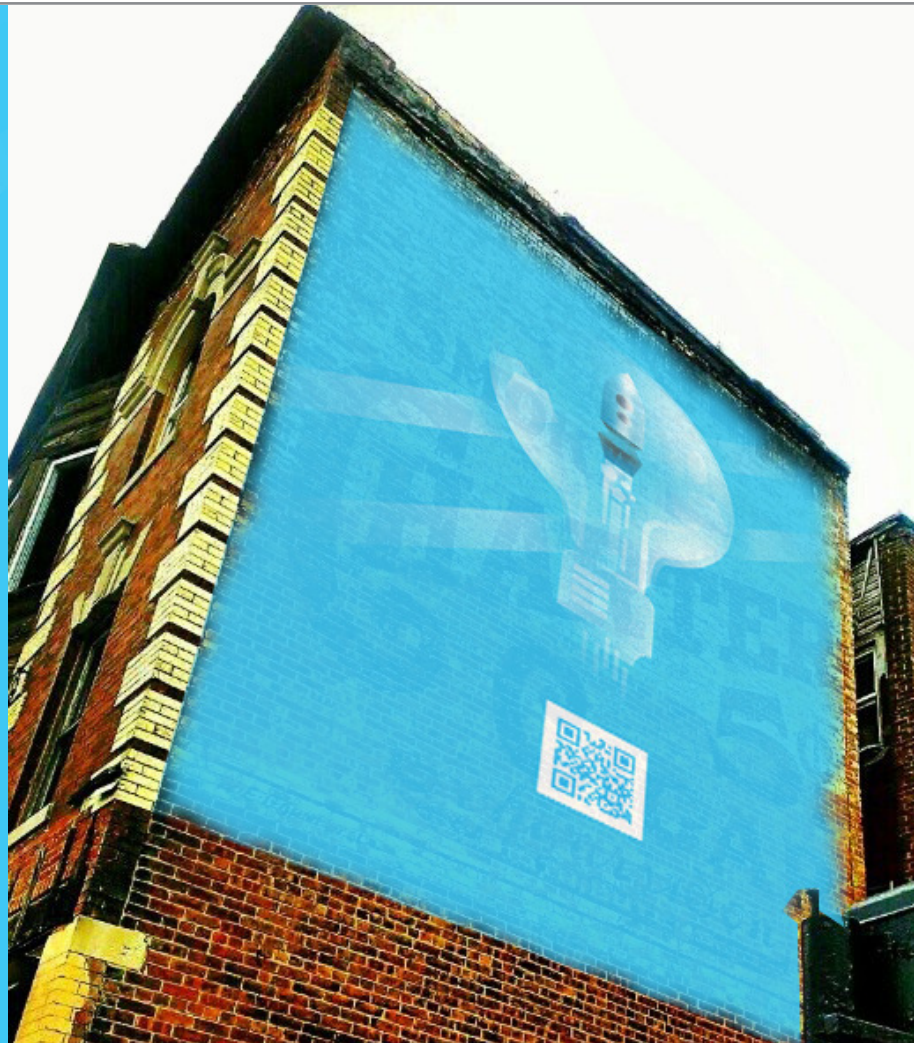
Build anticipation by blanketing the nation with a series of compelling illustrations. QR codes embedded throughout the campaign will drive consumers to the new re-branded e-comm site.

Our new brand platform will leverage what is widely known, SEARS *is* reliable. And our empowering **TRUST IN SEARS** trademark and tag-line will be in the fore front leading the charge.

TRUST IN SEARS



COMPELLING ILLUSTRATION



OUTDOOR MEDIA



PRINT MEDIA



DIGITAL MEDIA

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...leverage what is widely known, SEARS *is* reliable