

An aerial photograph of a well-maintained lawn. In the upper right, a curved stone patio with a circular design is visible. A person in a black shirt is sitting on the patio, and another person in a tan shirt is standing nearby. A soccer ball is on the grass in the center. A person in a red shirt is in the lower left. The lawn is bordered by a concrete path and a house in the top left corner.

Chervon + Mower

Retail & Activation Examples

▶▶ AUGUST 1, 2025

mower

Legrand Pass & Seymour

BETTER
ELECTRICAL FOR
Better Living

style

Pass & Seymour

legrand

Installation Made Simple

- 1. Use a screwdriver to remove the cover plate.
- 2. Use a screwdriver to remove the screws that hold the cover plate in place.
- 3. Use a screwdriver to remove the screws that hold the cover plate in place.

form

Turn me on and
experience convenience.

Turn me on and
experience convenience.

Turn me on and save energy.

Turn me on and save energy.

Turn me on and
experience convenience.

Turn me on and
experience convenience.

Turn me on and be secure.

Turn me on and be secure.



Easy to install. Hard to live without.

Baby. Sitter.

Pass & Seymour
Tamper-Resistant Nightlight/GFCI

Get a whole makeover in one, easy changeover.

And get benefits that are hard to live without — energy efficiency, added safety, and a bright new look for years to come! You'll never get so much back for 15 minutes of your time. Installation is so easy, all you do is take out your old switch or outlet and replace it with a sleek, new Legrand/Pass & Seymour product in the same opening. You can do it — and you'll love it when you do!

Special Offers

Download coupons for great savings on some of our best products!

Easy to install. Hard to live without.

Face. Lift.

Pass & Seymour
Sensor and Timer

Get a whole makeover in one, easy changeover.

And get benefits that are hard to live without — energy efficiency, added safety, and a bright new look for years to come! You'll never get so much back for 15 minutes of your time. Installation is so easy, all you do is take out your old switch or outlet and replace it with a sleek, new Legrand/Pass & Seymour product in the same opening. You can do it — and you'll love it when you do!

Special Offers

Download coupons for great savings on some of our best products!

15 minute MAKEOVER

Get a whole makeover in one, simple changeover.

Fifteen minutes is all it takes for any one of these simple, do-it-yourself projects to replace a boring old switch or outlet with a new multi-function one that can enhance ambience, improve safety, and save energy. Install them in no time, enjoy them for a lifetime!

Turn these...

...into these!

Play Safe, Sleep Tight.

Pass & Seymour Tamper-Resistant Nightlight/Outlets prevent kids from inserting common objects that could cause injury, while providing warm, comforting LED light that turns on and off automatically.

Glow in the dark.

P&S Lighted Switches that say, "I'm right here."

Screenless Wall Plates offer a sleek design that installs quickly and easily.

15 minute MAKEOVER

They remember for you!

Timers and Sensors that "know" when to turn off fans and lights automatically, for a greener, more energy-efficient home.

Yes, you can do it!

Complete any one of these projects in 15 minutes with a few simple steps:

1. Shut off the power to the switch or outlet at the breaker box.
2. Unscrew the wall plate, disconnect the old switch or outlet, reconnect the new one, attach the subplate, and snap on the new Screenless Wall Plate.
3. Turn the power back on and flip the switch. You're done!

See instructions included in product package.

Have one do the work of three!

A Dimmer to control lighting and a Tamper-Resistant Nightlight/GFCI to protect you and to shine in the dark (shown in 3-gang opening).

Dimmers set the mood.

Bright, cozy, romantic — dial them up or down in an instant.

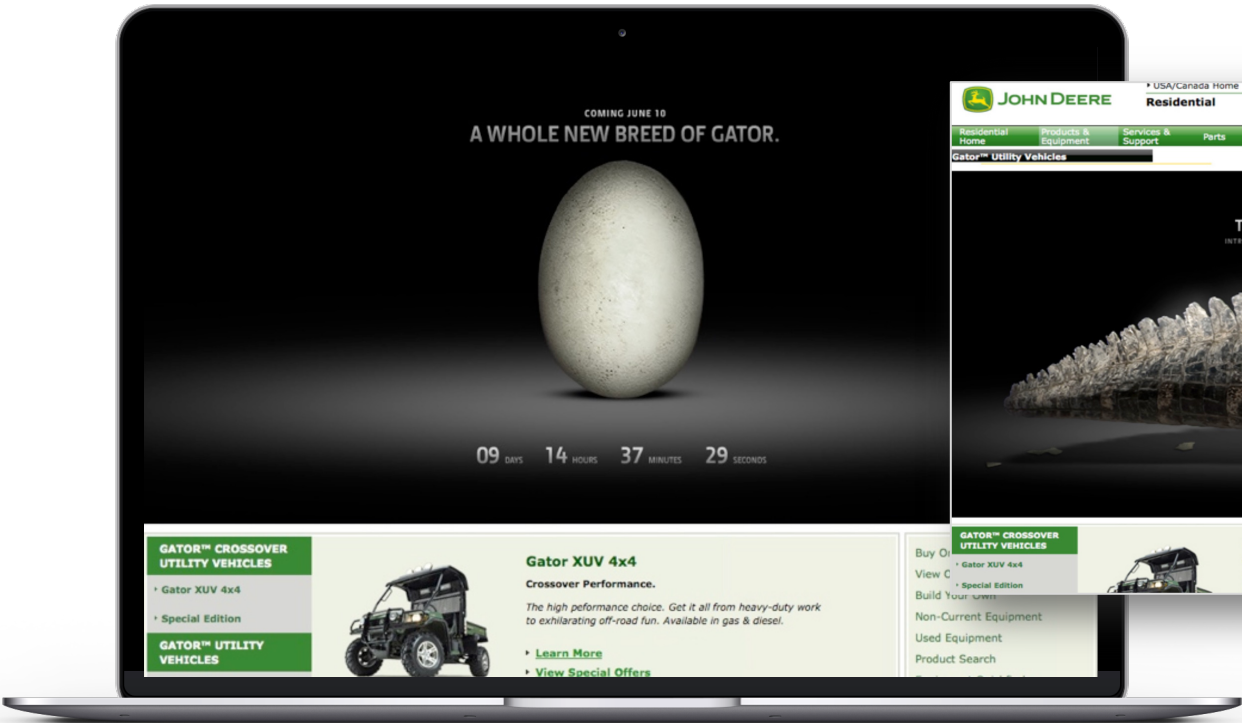
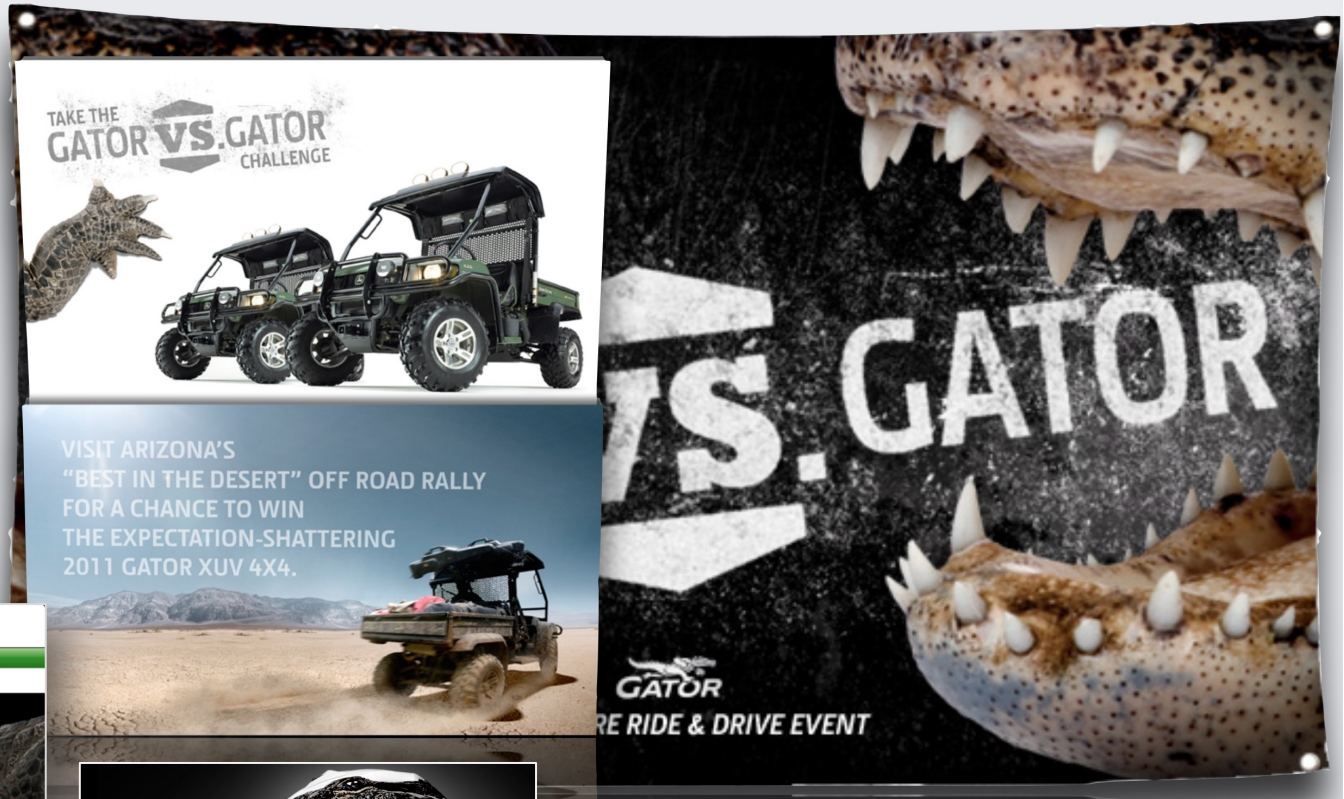
www.electrictysimplicity.com/makeover
1-800-222-4385 for Technical Support

Legrand Pass & Seymour

Helping an established electrical device manufacturer break into the consumer market through engaging online and big box retail experiences, from kiosks to packaging to sales enablement.

A John Deere XUV500i utility vehicle is shown driving through a river in a forest. The vehicle is a four-wheeled, open-cab model with a roll-over protection structure. It has large, knobby tires and a front bumper with a winch. The vehicle is splashing water as it moves through the river. The background is a dense forest with tall trees and thick undergrowth. The entire image has a green color overlay.

John Deere



John Deere - Gator

Fully integrated launch campaign for the next generation of John Deere Gator ATVs, from print, POS & digital to customer test drive events.

The background is a red-tinted image. On the left, a chocolate chip cookie is visible, with a label that reads 'CHOCOLATE CHIP COOKIE', 'Certified GF Gluten-Free', and 'OUR SPECIALTY'. To the right of the cookie is a vertical label that says 'GLUTEN-FREE' with a small fleur-de-lis symbol at the top and bottom. The text 'Rich's + Amazon' is centered over the image in a white serif font.

Rich's + Amazon



Pepsi

GET HY
HA



ME

[WATCH THE VIDEO](#)

#HALFTIME

Pepsi Halftime Vending Machine

Nobody thinks twice about the Pepsi machine on the corner. Which made it the perfect vehicle for delivering unexpected halftime experiences to promote the show.



Fisher-Price



Tickle Me Elmo

To celebrate 10 years of Tickle Me Elmo, Mower partnered with Fisher-Price to orchestrate a top-secret anniversary reveal—spanning Times Square to toy aisles at Target, Walmart, and Toys 'R Us.

A man with short, light-colored hair is shown from the chest up, wearing a white button-down shirt. He is looking down at a table in front of him, which is covered with papers and some small objects. The entire image is overlaid with a semi-transparent blue filter. The text "Dixie Ultra" is centered in the middle of the image in a white, serif font.

Dixie Ultra

TAKE OUT

TUESDAY

Saucy lo mein. Steamy stir-fry. Simple clean up.

Dixie Ultra® handles even your heaviest, messiest meals.

mealsmadegreat.com

TACO

THURSDAY

Lotsa salsa. Gobs of guacamole. And no mess.

Dixie Ultra® handles even your heaviest, messiest meals.

mealsmadegreat.com

SAVORY

SATURDAYS

Hello, thick n' sticky sauce. Meet one strong paper plate.

Dixie Ultra® handles even your heaviest, messiest meals.

mealsmadegreat.com

Dixie Ultra - Display Meals - Georgia Pacific

www.mealsmadegreat.com/home/DisplayThemes.aspx

alttime generator

Contact Us

dixie.com

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Mealtime Generator

Products

Back to Spinner

Pick a theme, any theme.

Chose a plate below to discover conversation starters, tips and recipes.

Alma Mater Mealtime

America the Tasty

Breakfast for Dinner a.k.a. "Brinner"

Chuck Wagon Wednesday

Dad's Diner

Family Awards Gala

Family Date Night

Film Fest Friday

Game Night

Grill Out

Living Room Picnic

Luuu Night

Dixie Ultra - Nerd Night

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Products

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Chose a plate below to discover conversation starters, tips and recipes.

Nerd Night

Whether you're the intellectual savant, the avid comic book reader or the fine connoisseur of role-playing games, now is the time to let your geek flag fly. Adapt Nerd Night for your dinner theme and bring family and friends together as one big bunch of nerds.

Recipes

Chocolate spiders

These fun cookies are easy enough to make and bring together two of our favorite themes - chocolate and peanut butter.

View >

Tips

Dixie Ultra - Chuck Wagon Wednesday

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Chuck Wagon Wednesday

It's high noon on the O.K. Corral and a gang of hungry buckaroos are looking for delicious vittles and a rip snorter' good time. Don't fret! Chuck Wagon Wednesday satisfies even the most voracious of horsemen. Now, get along! Your compadre and show everyone just how the West was won.

Recipes

Turkey and vegetables dinner

Take the focus out of making dinner with turkey breast and vegetables roasted in the slow cooker.

View >

Tips

Dixie Ultra - Living Room Picnic

www.mealsmadegreat.com/home/DisplayThemes.aspx

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Products

Back to Spinner

Pick a theme, any theme.

Chose a plate below to discover conversation starters, tips and recipes.

Living Room Picnic

Rainy days have your brood feeling a little stir crazy? Brighten their day and bring the fun indoors with a living room picnic. With a blanket, a basket and a little imagination, it's easy to serve up a tasty spread and a sunny outlook while still enjoying all the comforts of home.

Recipes

Easy potato salad

This simple recipe for potato salad gives together quickly and easily, making a delicious picnic and backyard barbecue.

View >

Tips

WATCH THE VIDEO

Dixie Ultra

To support the Dixie Ultra launch we balanced fun with function. Included National TV and print, and heavy digital support including the development of the online "Mealtime Generator".

AngelSoft®



[WATCH THE VIDEO](#)

Angel Soft

We created the #SneezinSeason social campaign, leveraging online video in paid and organic.
Empowering parents to teach their kids how to blow their nose during cold and flu season.

Seagram's





Tapping Into Star Power

We partnered with Kelly Rowland to create and launch Seagram's Escapes' new flavors, making a splash in countless key national news outlets and across social media platforms—reaching a potential audience of 69M. (Yes, that's million.)

The image shows the interior of a brewery, specifically the Genesee Brew House. The space is characterized by a high ceiling with exposed wooden beams and several large, white, dome-shaped pendant lights. In the foreground, a curved wooden bar is visible, equipped with a small television and a cash register. Behind the bar, a large, illuminated sign reads "GENESEE". To the left, a long wooden table is set up with various items, and a chalkboard menu is visible. In the background, there are more tables, chairs, and a large window. The overall atmosphere is warm and rustic, with a focus on wood and natural light.

Genesee Brew House



Genesee Brew House

Mower crafted the brand identity and interior experience for the Genesee Brew House, blending modern hospitality with a nod to Genesee's storied past—including a built-in history museum.

A Subway sandwich station with various toppings and condiments. The station is organized into several rows of metal trays. The top row contains condiment containers labeled 'MAISE', 'CHIPOTLE SAUCE', 'SAUCE 1', 'SWEET ONION', and 'NON'. Below these are trays of sliced onions, shredded green peppers, sliced cucumbers, sliced tomatoes, and shredded cheddar cheese. The bottom row contains trays of sliced mushrooms, sliced jalapeños, sliced onions, a tray with a small amount of sauce, sliced mushrooms, sliced tomatoes, and sliced chicken. A hand is visible on the left side, reaching into the onion tray. The entire image has a green overlay.

Subway



Subway

Provided Subway with a creative strategy to leverage its packaging as an asset to reconnect with consumers in a meaningful and relevant way, thereby reinforcing Georgia Pacific as a trusted and proven partner in driving sales growth at Subway stores.

A hand is holding a chainsaw, with the blade angled downwards. The image is covered in a semi-transparent blue filter. The chainsaw's blade has several labels: 'LENOX' in large red letters, 'LAZER' in blue, 'MED-THICK METAL' in blue, and 'POWER BLAST TECHNOLOGY' in blue. A small blue logo is also visible on the blade. The hand is positioned on the left side of the frame, gripping the handle.

LENOX





**TALK IS CHEAP.
CUT SOMETHING.**



New LENOX® T2 Technology™ delivers 2X the recip blade life.
See for yourself with a **FREE SAMPLE BLADE***
cutsomething.com

up to **2X LIFE™**
vs. prior model in metal-cutting applications

*limited time offer, available to industrial tool users only
301 Chestnut Street, East Longmeadow, MA 01028-0504 USA | Customer Service 800-628-8810 | www.lenoxtools.com | ©2008 LENOX®, A Newell Rubbermaid Company



LENOX



[WATCH THE VIDEO](#)

LENOX/Newell Rubbermaid

We turned a product demonstration into a powerful, industry spokesman. Sure, LENOX Gold Recip blades are tough, but seeing Hackman cut cars, planes, houses—even a Zamboni—in half, brought the concept and the brand to life.



Make A Wish Foundation

HOPE Rx

MAKE A WISH

SOMETIMES THE BEST MEDICINE
OF ALL ISN'T MEDICINE

TAKE ONE WISH FOR HOPE

MAKE A WISH ILLINOIS (630) 454-5947

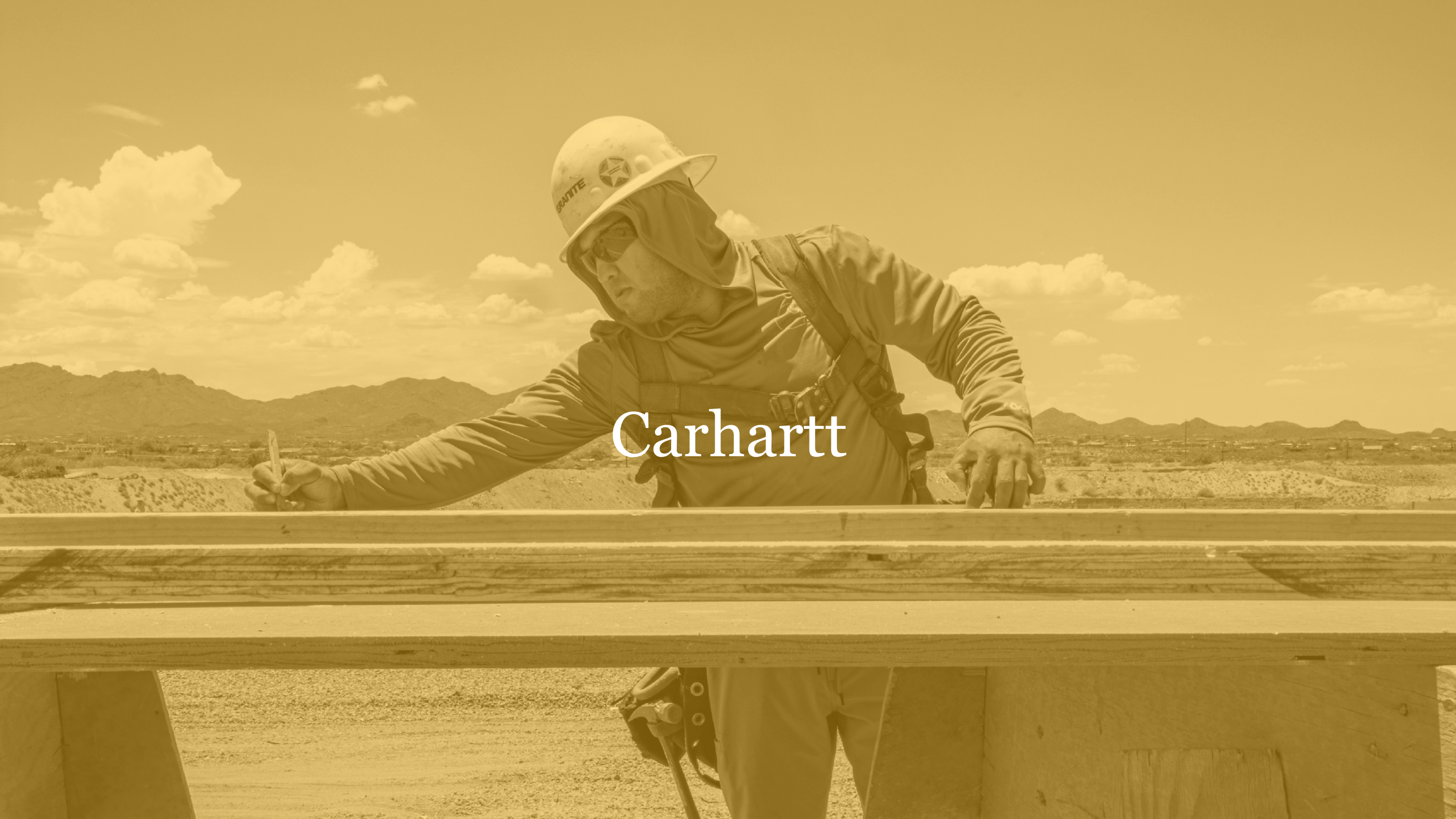
HopesMedicine



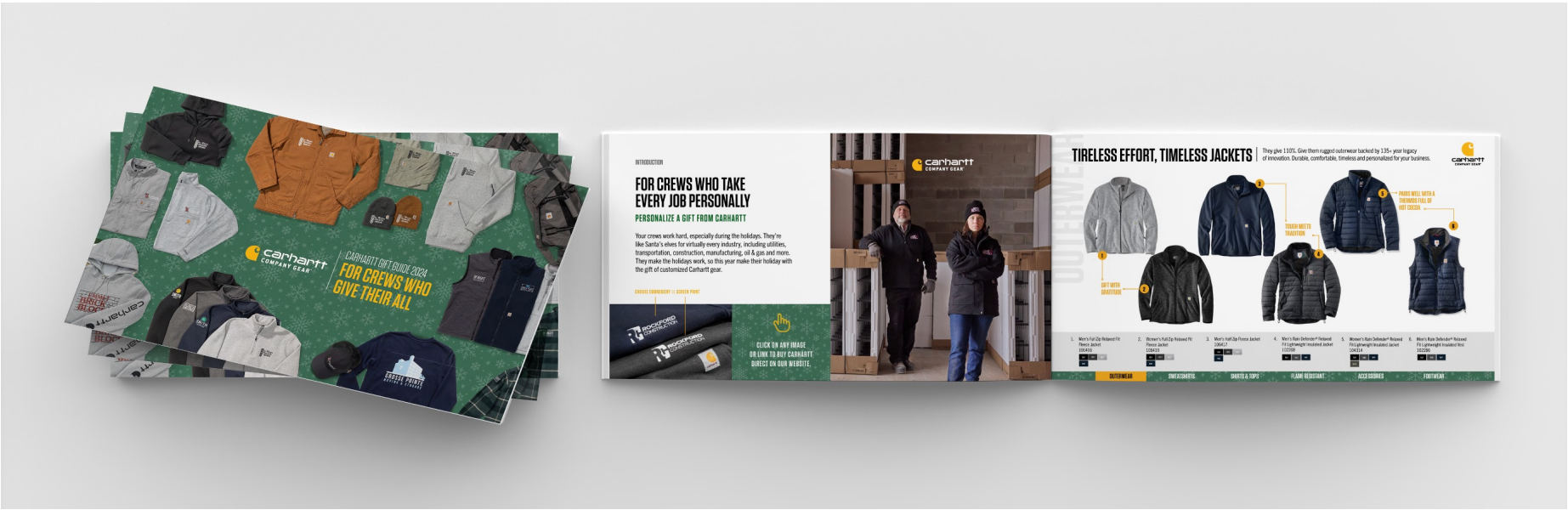
[WATCH THE VIDEO](#)

Make A Wish – Hope is Medicine

This event activation helped parents see Make A Wish not as a "final" wish but instead a vessel of hope that can often be a turning point in a child's recovery.



Carhartt



FR DENIM

JEANS BUILT FOR THE JOB

Since 1889, Carhartt has engineered best-in-class gear for crews who take on tough work. And our FR denim is no exception. Our newly sequenced and updated line provides better comfort and fit, with more washes and cuts to choose from. Carhartt® denim combines durability with versatility to keep crews moving – whether they're out in the field or on the factory floor – and delivers top tier protection.

SAFETY

- Meets the performance requirements of NFPA 70E / ASTM F1506
- UL Classified to NFPA 2112

TECHNOLOGY

- Many styles are built to move with Rugged Flex™ technology
- Different fits and finishes for professional, modern look
- Options for men and women

FLAME-RESISTANT TECHNOLOGY

Keeps crews protected

REINFORCED POCKETS

Multiple tool and utility pockets

CHANGED COMFORT

Heavy FR is cool and tough

DIFFERENT WASHES

Expanded range for crews and companies

NEW CUTS

Looking fresh and strong

RUGGED FLEX™ TECHNOLOGY

To bend, stretch and move

Scan to see Carhartt FR denim in action.

FLAME-RESISTANT RELAXED BOOTCUT RUGGED FLEX™ JEAN

CAT 2
ATPV
CAL CM
A-B

NFPA 70E
COMPLIANT

NFPA 2112
UL CERTIFIED

- 12.5-ounce, 98% cotton / 2% elastane
- Meets the performance requirements of NFPA 70E and ASTM F1506
- UL* classified to NFPA 2112
- Rugged Flex™: Built to stretch and flex with you as you move
- Sits just below the waist with a roomy fit in the seat and thigh, and a bootcut leg opening

- Brass zipper fly with flame-resistant zipper tape
- Arc-resistant button closure at waist
- Strong sewn-on-seam belt loops

FORCE SUN DEFENDER™ LIGHTWEIGHT LONG-SLEEVE HOODED T-SHIRT

UL Classified
FastDry

Anti-Odor

- 4-ounce, 100% polyester jersey
- Relaxed Fit
- Carhartt Force™ fights odors and FastDry™ technology wicks away sweat to keep you cool
- Force Sun Defender™ UPF 50+ UV protection
- Three-panel hood with front neck coverage
- Thumbholes for sun protection on hands

FLAME-RESISTANT FORCE LOOSE FIT LIGHTWEIGHT LONG-SLEEVE SHIRT

CAT 2
ATPV
CAL CM
A-B

NFPA 70E
COMPLIANT

NFPA 2112
UL CERTIFIED

ASTM F1506
CERTIFIED

FastDry

Anti-Odor

- 4.7-ounce, 50% viscose / 33% meta-aramid / 10% nylon / 5% para-aramid / 2% antistat FR twill
- Inherently Flame-Resistant fabric
- Meets the performance requirements of NFPA 70E and ASTM F1506
- UL* Classified to NFPA 2112
- FastDry™ technology keeps you cool for all day comfort
- Anti-microbial technology prevents odor
- Triple-stitched main seams
- Breathable honeycomb weave
- Wrinkle resistant, anti-static, colorfast fabric
- Extended sleeve plackets with two-button adjustable cuffs

FR DENIM

MORE THAN A UNIFORM

IT'S MOBILITY AND PROTECTION

Inside this kit, you'll find the latest additions to our Carhartt FR denim line.

1

Meets the performance requirements of NFPA 70E / ASTM F1506 and is UL* classified to NFPA 2112

2

Features multiple fits for all-day comfort and ease of movement

3

Expanded range of styles for men and women, different washes and cuts

4

Powered by Carhartt's 135+ years of workwear expertise

Carhartt – More than a Uniform

Promotional and retail materials to bring the Carhartt MTAU campaign to life at point of sale, while aligning product benefits to the overarching brand message.

Thank you

For more information, contact:

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