

newsworthy trends

Re-emerging Brands

(NAPSA)—When times are tough, shoppers choose tried and true—opting for trusted brands over new products.

As a result, a few brands, such as Brut, Wrangler, Tupperware and Pabst Blue Ribbon, have made a comeback during the recent economic recession.

Rather than starting from scratch, these companies are reviving interest in these once-famous household products by



Consumers are returning to the basics, rather than taking risks on unknown brands.

putting a new spin on their advertising. For example, Brut targets younger generations with its new BrutSlap campaign that involves social media.

The tongue-in-cheek campaign expands on previous advertising that asked men to “Slap Some On,” adding a contemporary pop culture element to the concept of “slapping on” Brut’s aftershave.

For more information, visit www.brutslap.com.