



ADVERTISING | PUBLIC RELATIONS | CONSUMER INSIGHTS

Contact:
Colt Fetters
Idea Ranch
cfetters@idearanch.com
970.759.0905

Idea Ranch to Spearhead an Innovative Brand Strategy as Husky Liners' New Agency of Record.

TULSA, OK – March 7, 2024 – Husky Liners, the original manufacturer of custom-fit vehicle floor liners and a renowned RealTruck brand, proudly announces its partnership with Idea Ranch as its Agency of Record. This strategic move will utilize Idea Ranch's expertise in brand strategy, creative storytelling, and its community development service, C4, to propel Husky Liners to new levels of market influence and consumer engagement.

This collaboration is set to be a transformative chapter in Husky Liners' story, being reintroduced with a bold new look and voice while continuing to honor the brand's rich heritage. Rooted in 35 years of history, Husky Liners has grown from a vision 'to protect your vehicle's floorboards' to now offering a wide array of vehicle protection products, including fender flares, mud flaps, window vent visors, truck bed mats, Cargo Logic, and more. Husky Liners will leverage Idea Ranch's expertise in crafting engaging narratives and fostering community to strengthen its bond with hard-working Americans.

"We are thrilled to join forces with Idea Ranch, whose innovative approach to storytelling and deep understanding of this consumer promises to amplify the Husky brand narrative." expressed Tony Ambroza, Chief Growth Officer of RealTruck. "Our past projects with Idea Ranch have set a high standard, and now, with the full strength of the agency's capabilities, we are poised to create and nurture a dynamic community for the Husky Liners brand."

Jeff Tolle, Chief Creative Officer at Idea Ranch, shared his enthusiasm, saying, "Husky Liners isn't just a brand; it's a legacy. It's a privilege to work with such a storied name and to help script the next chapter of their incredible journey, ensuring that every customer feels a part of the Husky Liners family."

About Husky Liner

Founded in 1988 and based in Lawrenceville, Georgia, Husky Liners® is the nation's leading manufacturer of automotive aftermarket products designed for total vehicle protection. At the core of their wide product line are the Husky Liners® brand of custom-fit floor liners, including front seat, rear seat, and cargo area. They also

manufacture heavy-duty floor mats, custom molded mudguards, fender flares, the Cargo Logic storage system and a wide assortment of quality products designed for both inside and outside the vehicle. All products are designed and manufactured in the U.S.A. and many come with a hassle-free, lifetime guarantee.

About RealTruck

RealTruck is the premier manufacturer and digital destination of accessories for truck, Jeep®, Bronco® and off-road enthusiasts around the world. Globally headquartered in Ann Arbor, Michigan, RealTruck's 5,000+ associates operate from 72 facilities across four continents. RealTruck's industry leading product portfolio, which includes the Husky Liners total vehicle protection brand, boasts over 850 patents and pending applications. The company's omni-channel retail approach delivers a seamless consumer experience online at RealTruck.com, as well as through its 12,000+ dealer network and automotive (OEM) partnerships. For more information, visit www.realtruck.com.

About Idea Ranch

Idea Ranch is a full-service advertising, public relations, and consumer insights firm headquartered in Tulsa, Oklahoma, with offices in Wichita, Kansas, and Durango, Colorado. The firm has a diversified list of clients across the country and is an industry-leading marketing-communications company building brands in the outdoor recreation, passion sports, and farm & ranch sectors. For more information, please visit www.idearanch.com.