

ADWEEK

Ad of the Day: Cotton Inc.

Kate Bosworth joins the campaign, and sings the theme song

By Mike Chapman



Celebrity endorsements are a hit-and-miss affair, but that has not stopped Cotton Incorporated from extending its "Fabric of My Life" day-in-the-life campaign further into Hollywood territory with this new spot from DDB New York. Here, we see actress Kate Bosworth wrapping up a shoot and then generally living her life, swathed in reams of cotton in outfits from a range of designers, including Prada, Rodarte, and Nina Ricci. She certainly looks comfortable in the various outfits, and the relaxed mood is cemented with a new version of the campaign's eponymous theme song, sung here by Bosworth herself. Says DDB: "Her cinematic roots give license for a dreamy and romantic series of vignettes that present Kate at work in her inspiration room, on a movie set, and at leisure, exploring antique books, shopping for jewelry, and simply relaxing—all in cotton." All in a day's work, then! The total effect is dreamy, relaxed, comfortable—all great characteristics with which to associate the fabric. The most well-known commodity marketing group is, of course, the California Milk Processor Board, famous for its "Got milk?" campaign, which began in 1993, the year of the board's formation. Cotton Inc. predates the milk board by some 23 years, but it is interesting that both organizations seek to maintain market share for natural products against an assault by artificial substitutes—and both have had a degree of success, due in part to their advertising efforts.

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