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Hudson Rouge
257 Park Ave South/20th fl.
New York, NY
212-845-xxxx

Contact:
Terre Nichols
Hudson Rouge: 212.845.0500
Cell: 917.509.6389
Email: terre.nichols@hudsonrouge.com

Hudson Rouge New York Looks To Annie Leibovitz for Lincoln Continental Launch Campaign

NEW YORK, NY, Oct. 12, 2016 - Hudson Rouge New York has unveiled a print and digital campaign featuring images by Annie Leibovitz in support of the launch of the all-new Lincoln Continental. This marks the acclaimed artist's first foray into automobile photography.

Under the launch theme "That's Continental", the images depict a group of up-and-coming professionals who have gathered together to take a road trip in the Continental. Travelling from Brooklyn to the onion fields of upstate New York, the foursome includes musician and bandleader Jon Batiste, film director Ben Younger, artist Tali Lennox and actor Giles Matthey.

Leibovitz called on memories of childhood trips and the romance of the open road as inspiration for the series of photographs. Long admired for her use of bold color and unconventional poses, she has photographed celebrities, literary icons, politicians and high-profile events. Her work has included covers for Rolling Stone and Vanity Fair – the latest featuring rock legend Bruce Springsteen.

"We thought it was not only interesting but fitting that a people-focused luxury brand like Lincoln should go to one of the world's greatest living portrait photographers to shoot its flagship vehicle," said Jon Pearce, CCO of Hudson Rouge.

The campaign begins running the week of October 10, and will appear in a large variety of national lifestyle publications, including Bon Appetit, Vanity Fair, The Week and Golf magazine. Social channels will target select audiences with behind-the-scenes candids of Annie working with her subjects, as well as a 4-minute documentary film that reveals her approach to the Lincoln road trip idea. "With someone of Annie's stature, we knew we could create relevant content for anyone interested in photography as an art form, as well as fans of portraiture,

automobiles, road trips and documentaries,” said Ashley Davidson, the agency’s creative director of Brand Publishing.

About Hudson Rouge

Hudson Rouge is a boutique agency within the WPP network with offices in New York City, Dearborn, Toronto, Mexico City and Shanghai. Established in 2012 to serve as Agency of Record for The Lincoln Motor Company, they bring together a team of professionals from the luxury and fashion brand worlds, as well as that of automotive. They are structured to take on a select group of premium brands looking to distinguish themselves in a relentlessly competitive space. For more information on Hudson Rouge, visit hudsonrouge.com.