
APPAREL COMPANY NAMES DOJO CREATIVE AGENCY OF RECORD



Infiniti Headwear & Apparel has tapped Portland, Ore.-based Dojo Creative as its advertising agency of record for the launch of its new brand of mascot-related apparel, "MascotWear." MascotWear, developed by Infiniti President and Founder Doug Keller, is apparel based on NCAA collegiate mascots that caters to the Halloween costume industry. The initial merchandise rollout will be geared toward children with an adult line to follow in 2011. Dojo Creative Founder Jeffrey Selin commented on the agreement in a press release. "Here we have an amazing product that we fell in love with immediately," Selin said. "It's a brilliant idea that has been manufactured and executed flawlessly for sports fans. Naturally, we're proud to develop and launch the new brand across an entire marketing mix, in every major college sports market in the U.S." Dojo Creative is a full-service creative agency that creates campaigns for organizations of all size, including Fortune 500s, start-ups, non-profits, and individuals.

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