
LACOSTE PROMOTES ITS BRAND USING NONCELEBRITIES



To increase its brand visibility, Lacoste is funding professional athletes more than \$5 million a year to wear their brand during the game. But to everyone's surprise, Lacoste has also began sponsoring the wait staff, bus boys and valets at a Japanese restaurant chain. The branding is so subtly done that it seems like an stylishly disruptive activation.

Read the original article here:

[Lacoste Recasts Itself in Its Own Prestige](#)

<https://blog.granted.com/>