

Written by Australian Business  
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NEW YORK, Jan. 17, 2014 /PRNewswire/ -- Looking to capitalize on the many women who started 2014 with rings on their fingers, leading bridal retailer, David's Bridal, debuted a new television advertising campaign that unveils the truth about weddings: it's all about the dress.

The advertising campaign, created by New York Advertising Agency, DeVito/Verdi, highlights the emotional connection between a bride and her gown, consisting of two thirty-second commercial spots entitled "Luck" and "Groom."

In "Luck," the bride recounts the events that brought her and her groom, and ultimately her and her dress, together. As she makes her way to and down the aisle she recollects: "If I hadn't decided to work late, if I had gone for coffee up the block instead of down the street, our paths wouldn't've crossed, our eyes wouldn't've met, and I wouldn't be wearing this stunning strapless mermaid gown."

"Groom" is presented from the perspective of the husband-to-be as he waits for his bride at the altar. Referring to himself as the "invisible man," he admits that this day doesn't belong to him, thinking to himself: "[...] the wedding is all about the bride and for the bride, it's all about the dress."

"Nearly one-third of all couples get engaged between Thanksgiving and the New Year, making it the most important time for both the bride and our business, which is why the industry calls this timespan Bridal Christmas," stated

Brian Beitler

, Chief Marketing Officer for David's Bridal. "Our new commercials show the bride we understand just how important her dress is to her and we are there for her with styles that will win her heart all over again."

"Luck" started airing nationally on December 26. "Groom" rolled out the following week. This is the retailer's first new set of brand commercials since David's was purchased by private equity firm Clayton, Dubilier & Rice in October 2012.

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The new spots can be viewed here:

*Luck:* <http://view.vzaar.com/1466052/video>

*Groom:* <http://view.vzaar.com/1466050/video>

**About DeVito/Verdi** DeVito/Verdi, a privately held company, has been recognized as one of the most exceptional creative agencies in the industry. Its lengthy list of industry awards includes the top prizes at the Clio, Radio Mercury, Cannes, Andy, Addy and One Show award ceremonies.

DeVito/Verdi, which has been voted "Best Agency" six times over the last 12 years by the AAAA, has created some of the most memorable ad campaigns of the past 15 years. DeVito/Verdi strives for excellence and maintains a unique level of prestige within the advertising industry, as evidenced by its work for such clients as The National Association of Broadcasters, Sony, Canon, BMW, Circuit City, Daffy's, Esquire Magazine, Men's Wearhouse, TimeOut Magazine, Grey Goose Vodka, SteinMart, Reebok, Massachusetts General Hospital, Hotwire.com, Office Depot, Legal Sea Foods, Mount Sinai Medical Center, North Shore/LIJ Hospital, Pepsi/SOBE, Corazon Tequila, Empire Kosher Chicken, Acura, CarMax, Sports Authority and others. For more information on DeVito/Verdi, visit [www.devitoverdi.com](http://www.devitoverdi.com).

**About David's Bridal** With more than 60 years of experience dressing women of all ages for life's special occasions, David's Bridal understands the importance of providing brides-to-be with a vast selection of exquisitely crafted bridal gowns and bridal party dresses. Known for outstanding value, fashionable designs and the ease of one-stop shopping, nearly 60% of all brides in the US choose to shop at one of more than 300 David's Bridal stores located across the US, Canada and Puerto Rico. Working with a knowledgeable bridal consultant, a customer can enjoy trying on a wide selection of gowns and dresses in her size with the added convenience that most styles are available to take home the same day.

To learn more about David's Bridal, please visit [www.davidsbridal.com](http://www.davidsbridal.com).

## Here Comes The Campaign: David's Bridal Unveils New Television Commercials Focusing On The Bride's

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