



W.R. CASE & SONS CUTLERY COMPANY UNVEILS HISTORIC MARKETING CAMPAIGN

Case's Latest Effort Spotlights the Importance of Handiwork in Today's Society



Bradford, PA (September 19, 2018) – W.R. Case & Sons Cutlery Company is excited to announce the launch **of *Keep Your Hands Sharp***, its first-ever fully integrated digital marketing effort and one of the largest marketing campaigns in its storied history. In today's increasingly automated world, many Americans have lost the connection to doing things with their hands. For a brand where hand craftsmanship is such an integral part of its own production process, Case is seizing an opportunity to inspire people to put their hands back to work.

Launching this week with an [introductory video](#), the campaign features engaging content that will live across the brand's digital and social channels as well as strategic partnerships with digital influencers, media properties and some more unexpected consumer channels. The creative will also be leveraged across traditional media as well as through the company's extensive network of authorized dealers.

Keep Your Hands Sharp sets out to showcase talented makers, do-ers and creators across the country whose work is done almost exclusively by hand. Case employees will also be featured, spotlighting the local craftsmanship that has helped defined Case knives for nearly 130 years.

"Case has long been recognized as a brand that represents integrity and quality craftsmanship. Those ideals begin with the people whose hands make our knives in Bradford, Pennsylvania," remarked Brent Tyler, Senior Brand Manager, Case. "We hope the builders, artisans, designers and workers in this campaign will help to illuminate the importance of hand crafting and the endless possibilities you can achieve with our knives."

Case will continue activating new content around its ***Keep Your Hands Sharp*** campaign throughout the coming weeks, engaging consumers across multiple interactive channels. Visit caseknives.com to stay up-to-date on the campaign and Case's extensive product line.

ABOUT W.R. CASE & SONS CUTLERY COMPANY

W.R. Case & Sons Cutlery Company is an American manufacturer of premium knives that are built on a legacy of quality and perseverance. Based in Bradford, Pennsylvania, Case's offerings cover a wide range of product categories, from traditional folding pocket knives to fixed blade sporting knives. Since 1889, Case has been building knives with integrity for people of integrity, and that legacy continues today. Case is owned by Zippo Manufacturing Company, makers of the world famous Zippo® windproof lighter. Call (800) 523-6350 or visit caseknives.com for more information; you can also follow Case (@WRCASE) on [Facebook](#), [Twitter](#) and [Instagram](#).

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