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1,500 Posters of Goats Having Sex Promote a Sustainable Cashmere Brand's
First NYC Store

Naadam shows exactly how it's scaling its business

    By [75]Gabriel Beltrone
    |
    September 24, 2018
    [76][svg%3E] [77][goat-sex-cashmere-hed-page-2018.jpg]
    The ads promote Naadam's first storefront, in Greenwich Village, and
    its goat-breeding program.
    Naadam
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    By [78]Gabriel Beltrone
    |
    September 24, 2018
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    How does the world get more cashmere? By letting cashmere goats bone

and making more cashmere goats.

A cheeky new out-of-home campaign from [79]online retailer Naadam, opening its first brick-and-mortar location this week, is proselytizing that natural fact by papering hip New York City neighborhoods with posters featuring a pair of goats doing the deed. The even-cheekier tagline: "Sustainable cashmere, coming soon."

The posters, created with design studio Bobby Redd, launched Sept. 1 in areas including Manhattan's Lower East Side, East Village, Greenwich Village and Soho, along with Brooklyn's Williamsburg. A second wave went up in the past week, for a total count of 1,500 around town (Mobly Media is handling placements).

If the salacious strategy seems cheap, it's actually not quite—Naadam is sponsoring a goat-breeding program in Mongolia, where it sources its cashmere. The program, working with local farmers and veterinary experts from Ulaanbatar, the country's capital, is hoping to bring 500 to 1,000 more goats into the world. (Naadam, launched in 2015, bills itself as a socially conscious business with a model based on paying herders more while charging consumers less, by cutting out middle men.) In other words, the brand is just telling its story, as well it should.

The posters are also promoting Naadam's first physical storefront, slated to open at 392 Bleecker St. in Greenwich Village this Tuesday, so the poster's quasi-lewd tagline earns the rare honor of actually being a triple entendre.
[80][svg%3E] [81][cashmere-goats-2.jpg]
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[84][svg%3E] [85][cashmere-goats-3.jpg]
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[88]Gabriel Beltrone

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   Gabriel Beltrone is a frequent contributor to Adweek.

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184. https://www.adweek.com/creativity/1500-posters-of-goats-having-sex-promote-a-sustainable-cashmere-brands-first-nyc-store/
185. data:image/svg+xml,<svg xmlns='http://www.w3.org/2000/svg' viewBox='0 0 0 0'></svg>
186. https://www.adweek.com/wp-content/plugins/aw-social-share-widget//images/baseline_email_black_48dp.png
187. https://www.adweek.com/creativity/1500-posters-of-goats-having-sex-promote-a-sustainable-cashmere-brands-first-nyc-store/
188. data:image/svg+xml,<svg xmlns='http://www.w3.org/2000/svg' viewBox='0 0 0 0'></svg>
189. https://www.adweek.com/wp-content/plugins/aw-social-share-widget//images/baseline_print_black_48dp.png
190. data:image/svg+xml,<svg xmlns='http://www.w3.org/2000/svg' viewBox='0 0 0 0'></svg>
191. https://www.adweek.com/wp-content/themes/AdWeek/assets/images/icons/premium-icon-only.svg

   Hidden links:
193. https://www.adweek.com/events-and-awards/brandweek-2020/
194. https://event.webcasts.com/starthere.jsp?ei=1312002&tp_key=6b84b0728c&sti=hp_menu
195. https://www.adweek.com/creativity/1500-posters-of-goats-having-sex-promote-a-sustainable-cashmere-brands-first-nyc-store/

196. https://jobs.adweek.com/job/senior-marketing-specialist-sacramento-california-278126
197. https://jobs.adweek.com/job/sr-manager-mobile-marketing-kirkland-washington-278125
198. https://jobs.adweek.com/job/associate-account-executive-comcast-spectacor-gaming-new-york-new-york-278123
199. https://jobs.adweek.com/job/development-manager-new-york-new-york-278130
200. https://jobs.adweek.com/job/vp-ott-sales-new-york-new-york-278128
201. https://www.adweek.com/brand-marketing/with-in-store-sampling-on-hold-brands-get-creative/
202. https://www.adweek.com/brand-marketing/j-crews-glory-days-may-be-key-to-its-resurrection/
203. https://www.adweek.com/agencies/interns-face-an-uncertain-summer-as-4as-scrambles-to-go-virtual-with-maip/
204. https://www.adweek.com/agencies/omnicom-merges-proximity-and-rapp-agencies/
205. https://www.adweek.com/brand-marketing/will-consumers-punish-big-brands-for-taking-small-business-aid/
206. https://www.adweek.com/tv-video/sports-starved-advertisers-flock-to-turner-sports-the-match-golf-sequel-airing-may-24/
207. https://www.adweek.com/digital/this-real-time-map-tells-you-what-scale-of-video-production-is-possible-in-every-country/
208. https://www.adweek.com/digital/spotify-connecting-listeners-playlist-campaign/