

CULTURE AND CREATORS

## The Best 'Year of the Cowgirl' Campaigns

The Yeehaw trend is everywhere

by **Charell Star**

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Gitty up, y'all. Spotify recently proclaimed 2024 The "Year of the Cowgirl," and the advertising world is riding the trend full gallop. From Beyoncé's Olympic takeover to Tesco's quirky bull riding spot, it seems like everyone's got a hankering for some Western flair.

Here, we round up the best campaigns that put the cowgirl spirit front and center this year.

### Beyoncé's 'Cowboy Carter' Rides to Paris



Just when we thought Beyoncé couldn't surprise us anymore, she introduced Team USA in full Cowboy Carter style ahead of the 2024 Paris Games. This spot by NBC Spots was about more than sport—it was about culture.

### Tesco's 'Whoosh' Gives Urban Cowboys a Shoutout



In the U.K., Tesco is taking the cowboy spirit to the streets—or rather, into the living rooms—of urbanites with its latest Whoosh pusg. Directed by Daniel Lundh, this quirky outing reminds us that you don't need wide-open spaces to embrace your inner cowboy. You just need a little imagination and, of course, Tesco's on-demand delivery.

## Cowboy Skyr: The Snack for the Modern Rancher



Y'all hungry? Icelandic Provisions has you covered with Cowboy Skyr yogurt. Dubbed "Iceland Hold 'Em," the snack is prominently featured on a rugged pedestal anchored by cacti, rope and a rodeo sash (of course). The campaign plays up the fact that cowboys aren't just about the grit—they're about fueling up right, too.

## Etsy's Cowgirl Chic



Etsy's put out some *great creative* this year, and this celebration of the Cowgirl aesthetic is no exception. This funny ad from Orchard Creative features not one but two cowgirls and focuses on artisan-crafted goods that bring the Wild West to life in chic, contemporary style.

## Cowboy Fashion Rides the Runways



Pharell may have kicked off the cowgirl couture phase with his Louis Vuitton Fall/Winter collection, but Calvin Klein brought the look to the masses. The brand's recent ad featured Blackpink's Jennie and blended cowboy elements with Calvin's signature modern, minimalist style.

## Cookies Go Cowgirl Chic, Too



Not to be left out of the rodeo by the big brands, small businesses, and creatives are taking a spin around the corral. One such local Brooklyn bakery brand, [Sofia & Graco Cookie Co](#) recently released a playful cowgirl-themed TikTok ad that punches way above its weight. The spot is refreshingly clever, on-trend, and just fun.

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