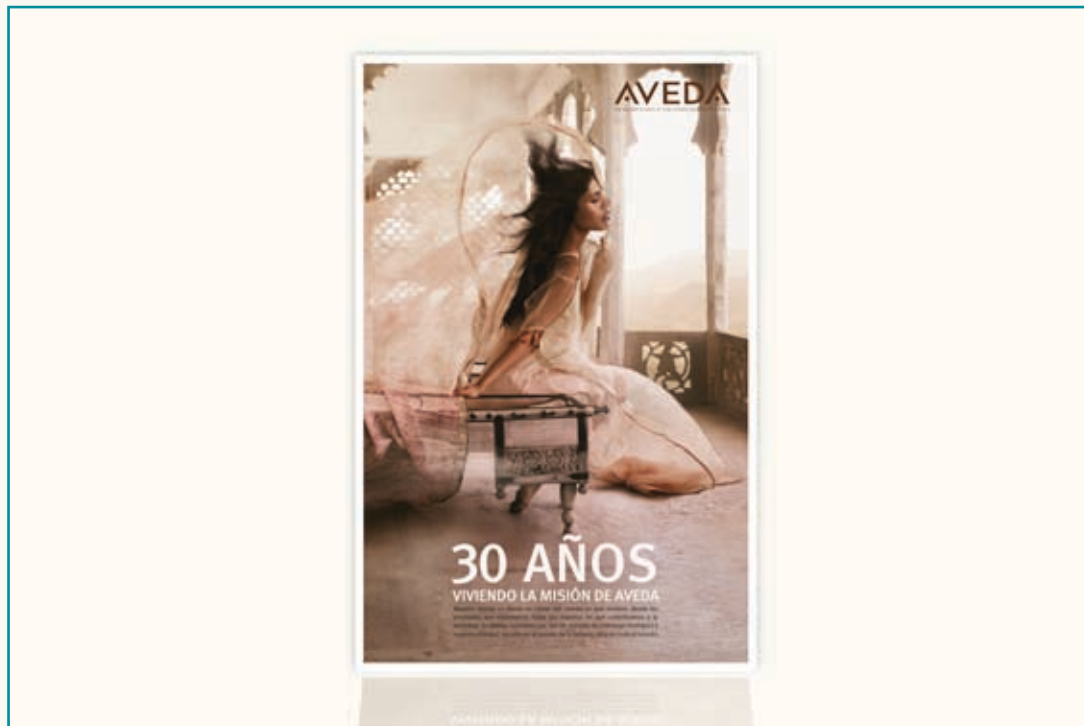


## Great print campaigns rely on great execution

## Magalog



### Background

Aveda Magalogs are designed to showcase their wide range of natural plant-based products. These promotional magazines / catalogues tell the 'Soil to Bottle' story behind Aveda product ingredients. Aveda Magalogs are designed to reinforce the strengths of the brand, acting as a key marketing tool which is given away at point of sale.

### Solution

On supply of artwork from Aveda in the US, 9 Impressions project-manages all copy adaptation, artwork, proof traffic to markets, print production and international distribution.

### Result

Every three years, 9 Impressions ensures production of 61,000 magalogs for Aveda markets in Spain, Italy and Benelux. The Magalog concept was influential in earning Aveda The Smithsonian Cooper-Hewitt National Design Award in New York in 2004.

### Services delivered

- ▶ Project Management
- ▶ Copy Adaptation
- ▶ Print Production
- ▶ Distribution