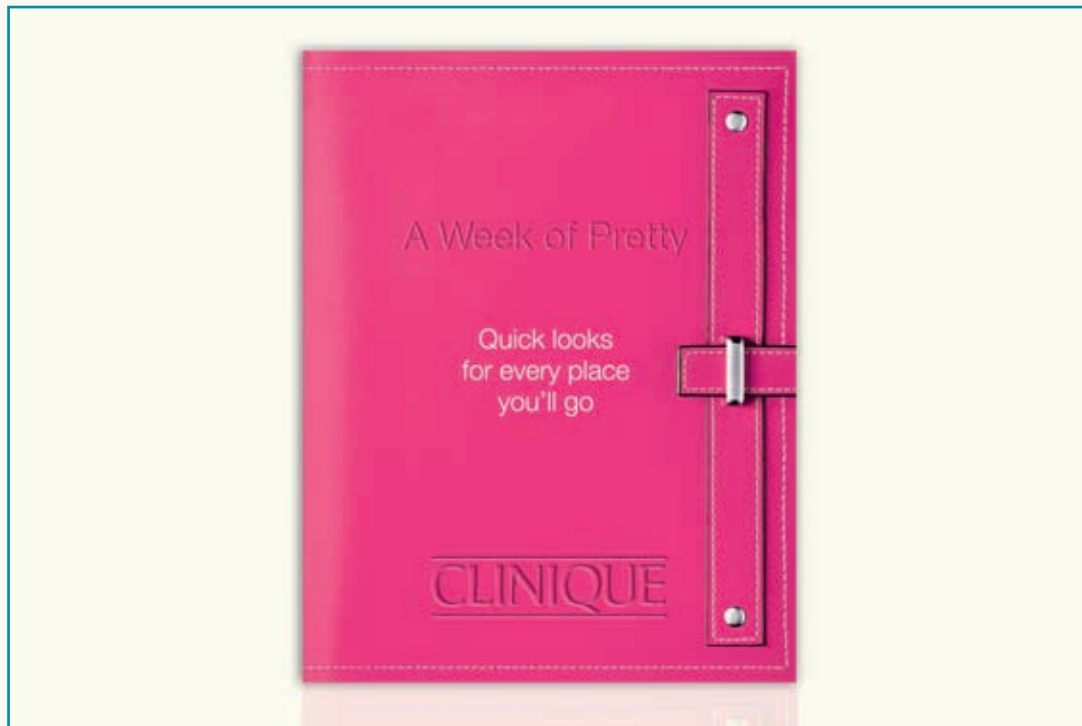


Great print campaigns rely on great execution

Special Events



Background

As a result of the consistently high standard of work that we deliver on Clinique Bonus Time we were approached to project-manage their Special Events Campaign in the UK. The idea behind the campaign is to attract new clients through themed educational events offering individual consultancy on their products. Special Events happen within a selection of major store groups twice a year in Spring and Autumn.

Solution

9 Impressions project-manages this campaign which involves creation of all collateral e.g. brochures, invitation cards and point-of-sale material for the major store groups plus distribution of materials, either direct to store or to the Estée Lauder central warehouse.

Result

We ensure that Clinique is able to deliver four special event campaigns per season in over 300 stores twice a year.

Services delivered

- Project Management
- Design
- Copy
- Print Production
- Distribution