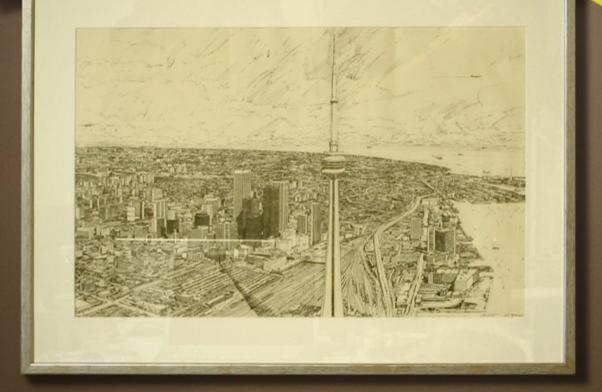


Buy Mails /

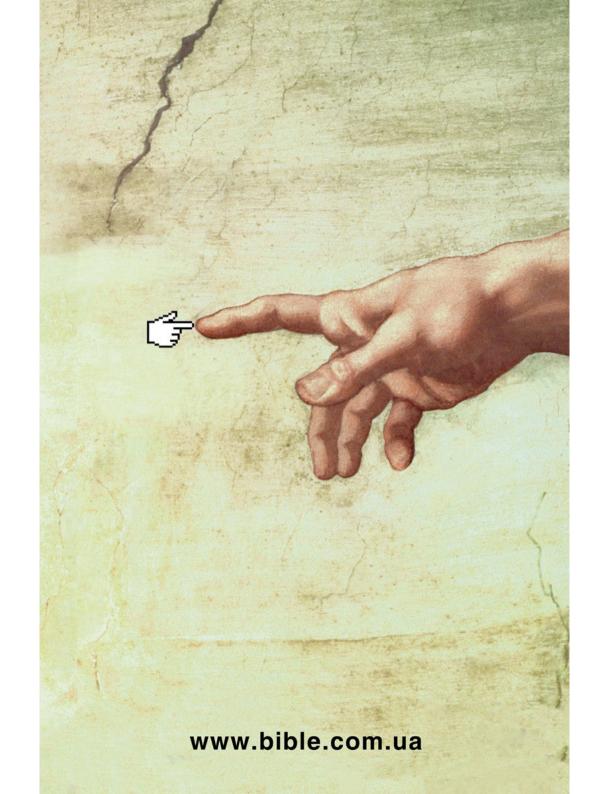


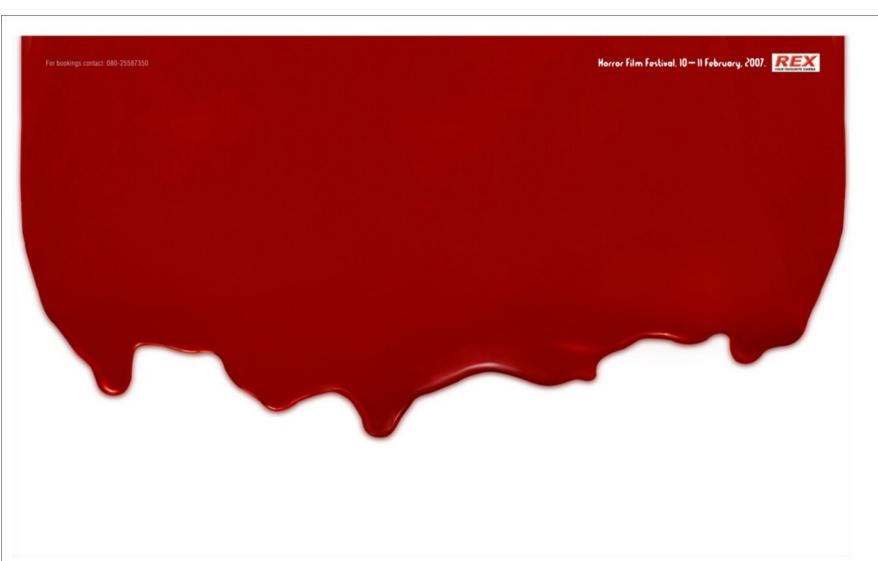
















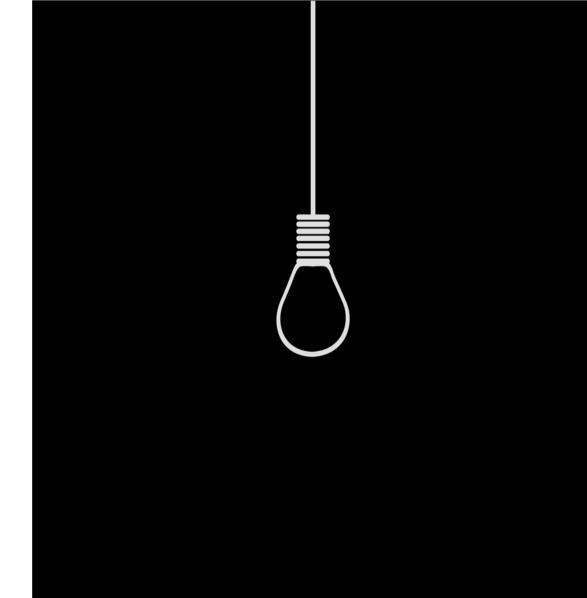


## **BLOOD UNDER THE DOOR**

target group comprised film buffs, was 'seeping' under the door. friends!

This communication was targeted who look forward to film festivals. The exercise was a huge success. at college hostels and PGs In areas and enjoy horror films the most. All the shows were completely sold around MG Road. The exercise was These transparent sheets printed out. Moreover, after the Festival, conducted a week before the Horror with red colour were slipped under college students used the device to Film Festival at Rex Theater. The the door, to make it seem like blood play a prank on unsuspecting











# broduling the new Volkswagen Ein.















# Test drive before you test drive

## The Brief

To launch the Eos Convertible, Volkswagen wanted people to experience the beauty of open top motoring, and of course, encourage them to take a test drive.

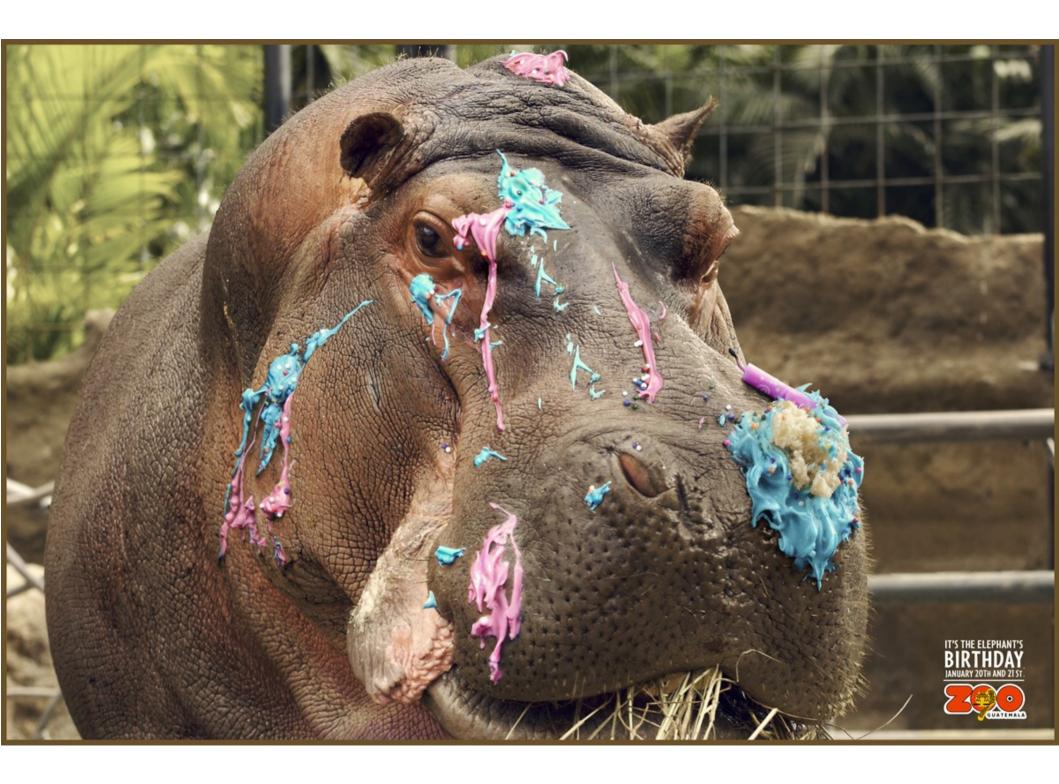
## The Solution

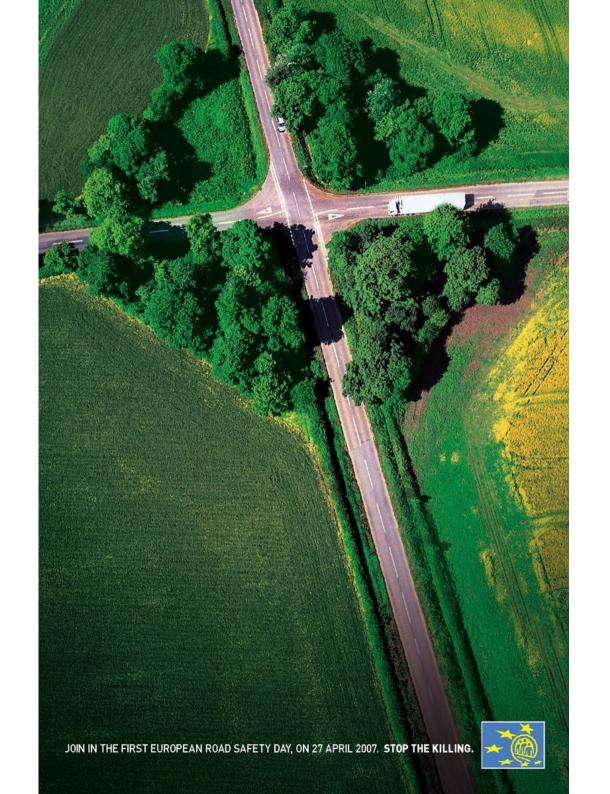
We gave potential customers a preview of what it was like to drive the new Eos Convertible. They were each sent a pack containing three large format posters, featuring beautiful shots of the sky. The instructional booklet asked them to wind down their windows and attach the posters to the ceilings of their cars, simulating the joys of open top motoring in an Eos.

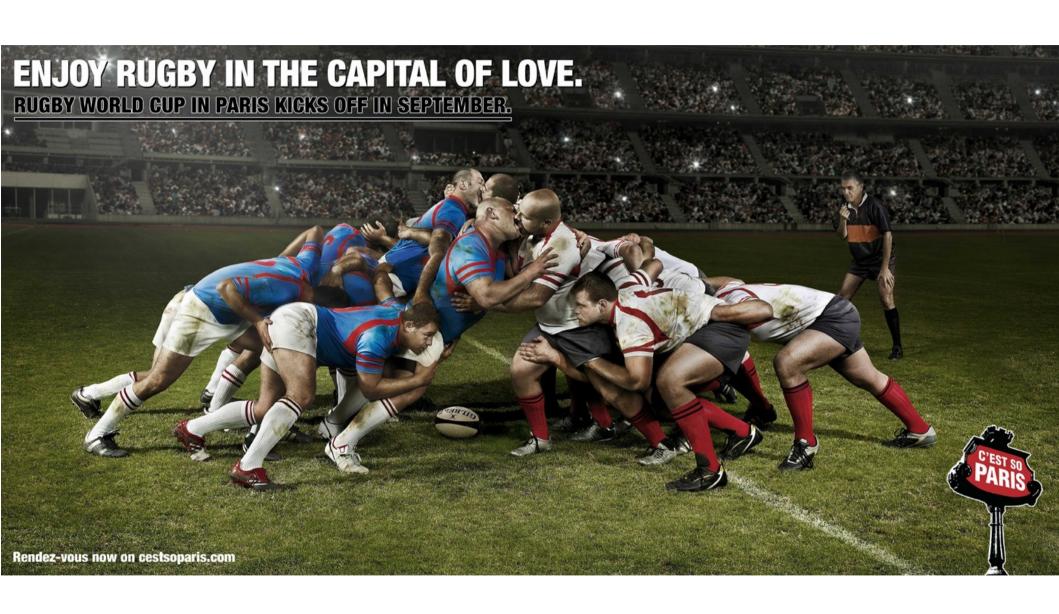
#### The Result

As a result test drives were up 62% on other new model launches and there is currently a 11 month waiting list for the New Volkswagen Eos Convertible.















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# TDK SCRATCHPROOF DVD MAILING







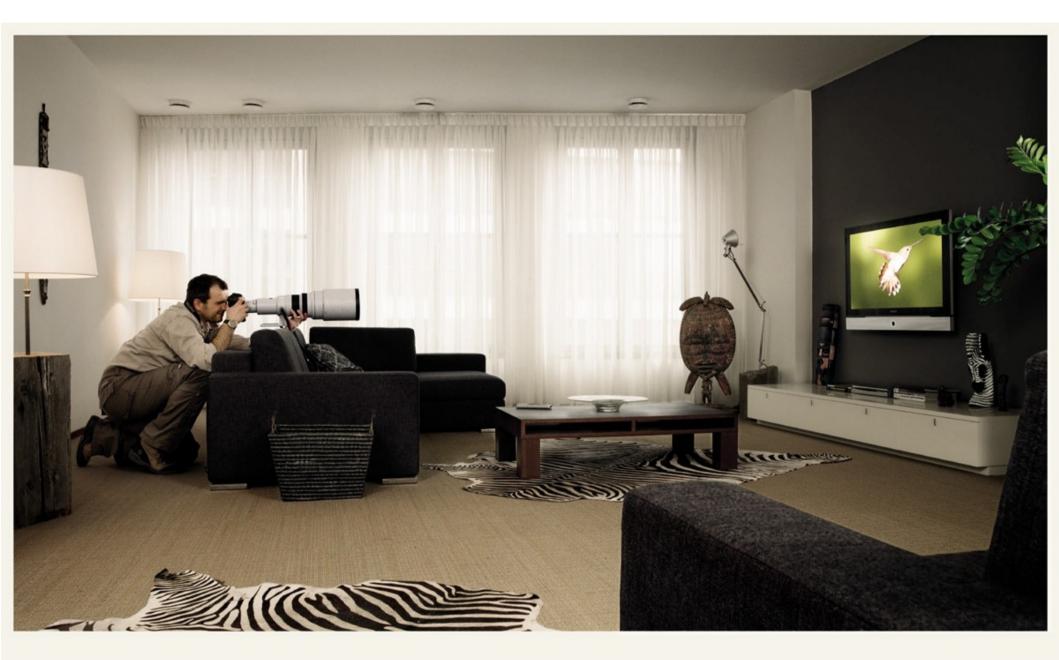
### BRIEF

Show the benefit of TDK scratchproof DVD's: a special coating that protects the data from damage.

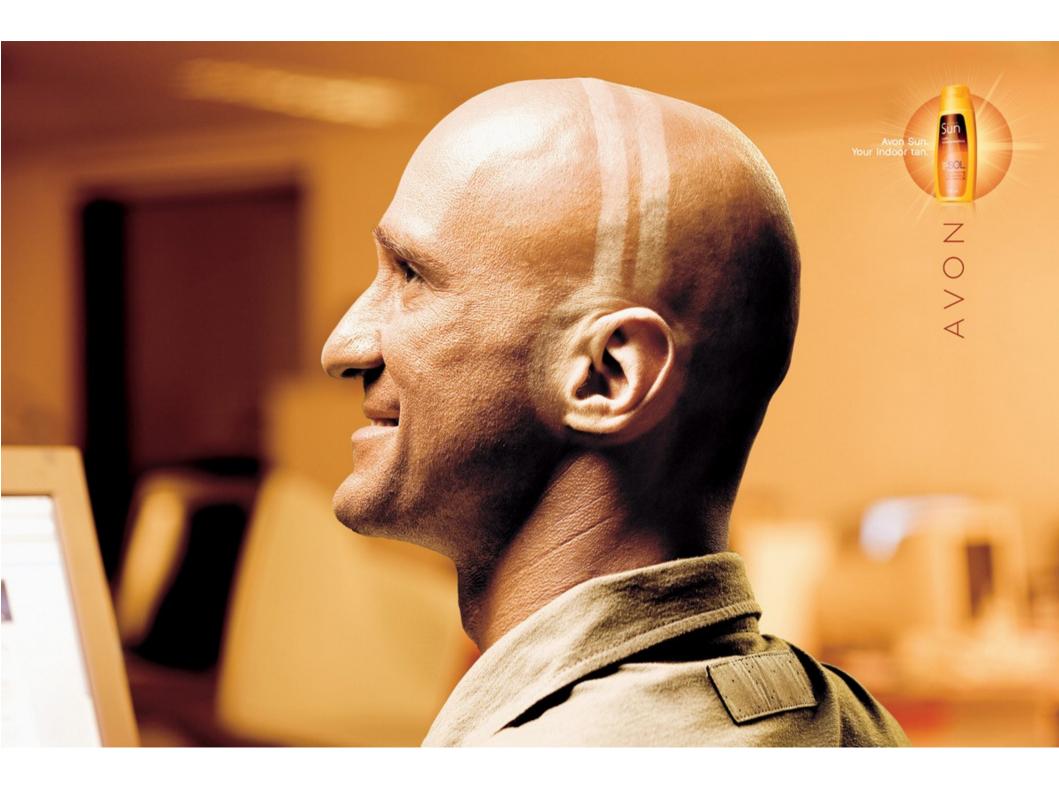
## SOLUTION

without protective envelope. This way the bottom (with aged. the data) is vulnerable for scratches.

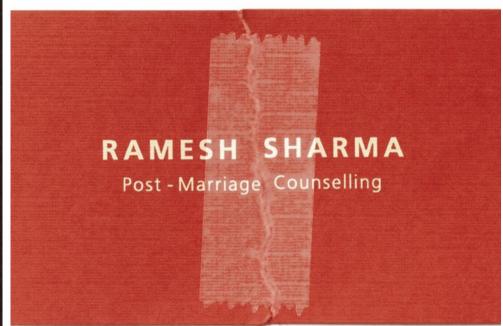
No scratches can harm the data (it's really true), so why not When the receiver puts the disc in his computer to see what's send the disc directly by mail to prove it? We put a stamp on it, a simple text appears explaining that we've sent the DVD and the address directly on the front of the disc and sent it by normal mail to prove that it works even when heavily dam-







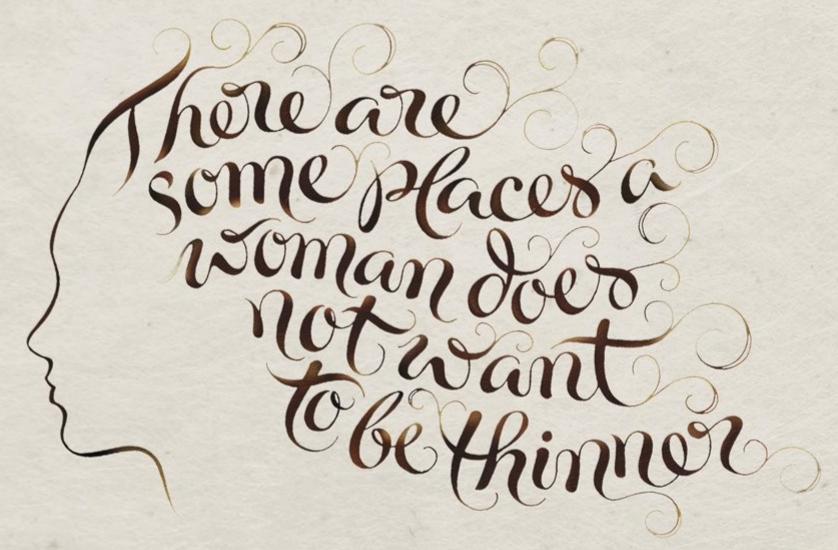










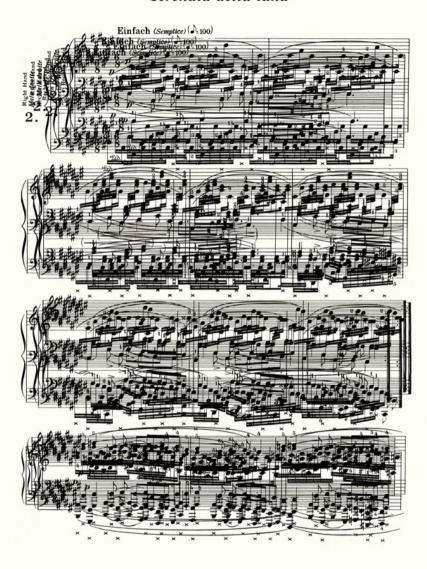








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• Cambridge Audio







