

brandgraphica™

Task

Client

Robert Bosch Group – Dremel
(Manufacturers of power tools for hobbyist and DIY market)

Project

In-store Promotion to coincide with the Euro 2008 Football competition: point of sale wobblers, redemption coupons and free standing display

Description

Creating the UK version of the Dremel Euro 2008 campaign was never going to be easy given that England had failed to qualify. The client had already committed to the programme on a pan European basis and there was no budget for the UK to create an alternative promotion in its place. 'Who will you be watching this Euro?' became the line to couch the Free Dremel Sports Bag offered in lieu of there being no English, Scottish, Irish or Welsh participation!

Liaising directly with Dremel UK, Brandgraphica did its level best to inject some excitement into the promotion. A variety of Point of Sale materials were created for UK DIY stores.

Results

Lets just say it wasn't the most popular promotion ever!

Client Quote

'Brandgraphica – always working to the highest standards!'

Brand Manager

Dremel

Here to *help* even when England fail...

Get the full story, talk to **Brandgraphica** today

Brandgraphica Limited
Harley House
Brooklands Park
Crowborough
East Sussex TN6 2JD

T +44(0)1892 665504
F +44(0)1892 654805
brandgraphica.co.uk

© 2008 Brandgraphica Limited

