

Task

Client

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

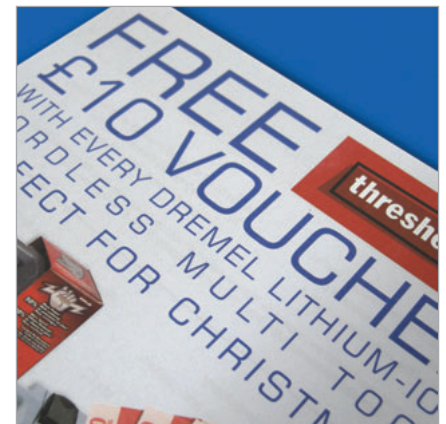
Project

Task – In-store Christmas promotion of Lithium-Ion cordless multi-tools

Description

Having recently completed a major brand review that included the development of a new product range, new brand identity and strapline, Dremel appointed Brandgraphica as the first UK-based agency to create materials in the new style. The example shown is from the 2005 Christmas campaign as used in Focus DIY, B&Q and Homebase. Brandgraphica assisted Dremel in managing and co-ordinating all the parties involved. Following this successful campaign, Brandgraphica has been commissioned to create many in-store promotions, advertising and exhibition materials.

high degrees of brand literacy combined with quick and accurate turnaround – that's what Task is about



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