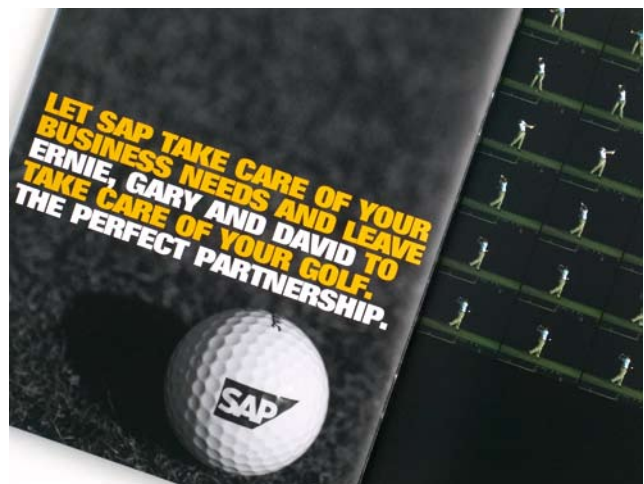




## SAP - DVD packaging

Packaging solutions for 'World of Golf' and Formula One 'Drive to Win' DVDs - Global Sponsorship Programme.



### Objective

- To develop a packaging style for editorial DVDs which focus on SAP partnerships with global companies such as Callaway Golf and Vodafone McLaren Mercedes.
- The DVDs are issued to guests attending relevant SAP hospitality events such as The Masters or Monaco F1 Grand Prix.
- Create complete presentation case for a new DVD featuring all three SAP Golf ambassadors.

### Solution

- Developed a dual branded bespoke DVD packaging case for 2 formats PAL and NTSC.
- Implemented design which featured SAP ambassadors and partner imagery.
- 10,000 produced for distribution at events and by hand by sales teams to promote business relationships.

### Results

- Delivering a quality presentation to guests at the event whilst reinforcing the commitment and ongoing partnership between SAP and their global partners.
- As part of a global sponsorship Formula One event we designed, produced and fulfilled the packaging for a DVD focussing on SAP's continuing relationship with Vodafone McLaren Mercedes. The packaged DVD was issued as part of a gift pack during the event.

## We are Open™

For more information or to arrange a meeting, please call Al Kennedy on +44 (0)117 300 5200