



SAP - Euro 2008 Sponsorship Programme

Design Guest Programme invitations and event materials for the 2008 UEFA European Football Championships.



Objective

- To create a multi-lingual stand-out invitation and confirmation pack for VIP guests and an overall design theme for various collateral required to support the event.

Solution

- Created a 2 part invitation pack which when combined resulted in a mock Subuteo game with SAP branded pitch, nationality branded players and a leaflet featuring magic moments from the tournament's history.
- A pocket size book which included details of previous championship winners, a match schedule for the tournament and profiles on key players to watch.
- On-site collateral including specific match information in room on screen, gift packaging, onsite host information.

Results

- Creative approach and bi-lingual production greatly increased guest uptake and overall event interest.

We are Open™

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