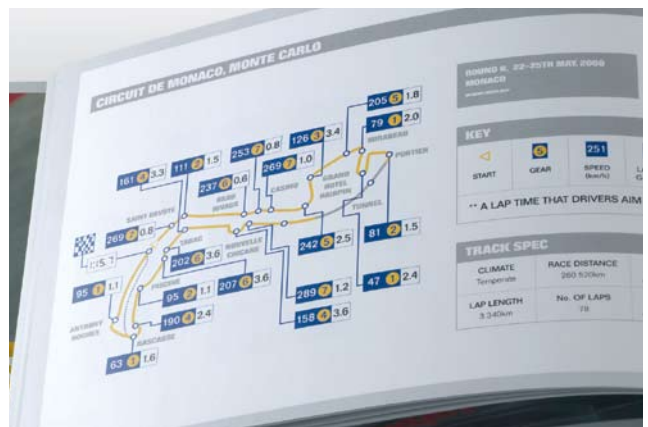




SAP - Printed communications

Drive to Win Book - 'The passion of Formula One' for Global Sponsorship Programme.



Objective

- To provide guests with a keepsake from the SAP hospitality event of Monaco and reinforce SAP's partnership with Vodafone McLaren Mercedes.

Solution

- A perfect bound full colour book with it's own slip case.
- Featured specific race details of the 2008 Formula One programme with illustrated circuits and key facts from the 2007 season.

Results

- High production values and engaging content greatly increased guest uptake and overall partnership interest globally.

We are Open™

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