



## Specialized - Road and MTB product launches

Press, advertising and marketing materials for Specialized 2008 Road and Mountain bike product launches.



### Objective

- Creation of press and trade communications for Mountain and Road bike product launches at showroom and meeting suite at the new Specialized headquarters in Chessington, Surrey.
- Design retail outlet promotions during 'Tour de France - Grand Départ' in London.

### Solution

- Creative direction and design development of self mailing press and trade packs - containing launch information, product details and rsvp card.
- Digitally printed to allow for data personalisation and mail sorting.
- Advertising in cycling trade press to coincide with 'Tour de France' event in London.
- Display window graphics in Specialized retail partners in London.

### Results

- Overall higher product orders placed during combined trade launches.
- Delivery of a consistent brand message to trade and press.
- Promote and engage dynamic product launches at new Chessington HQ showroom facility.
- Raise awareness of the Specialized brand and maximise exposure during the biggest annual sporting event in the world, the Tour de France. It is estimated that more than two million spectators gathered in London over the weekend to see the Grand Départ, the start of the Tour.

### We are Open™

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