



TIGI
COLOUR

- Case study

TIGI Hair Care Case Study
Diamond Dreams Launch Campaign - September 09.

As a preferred supplier to TIGI Hair Care we were chosen to produce this campaign in full, due to our reliability and speed of response. TIGI have an in-house studio whom we work with alongside our own marketing contacts.

The launch was planned to be presented to all regional account managers and was due to run across 1st & 2nd September with meetings held in 3 locations across the UK and 1 location in France.

Artwork was requested by Friday 21st August to ensure dispatch by Friday 28th (due to the Bank Holiday). Artwork was actually received on Weds 26th (5 days late). We drafted in additional resource, called on our flexible staff and suppliers and in the face of adversity the clients deadline was still achieved and the client was well, emotional!

"The presentation went really well thanks, everyone was loving everything! What a relief! Thanks so much (I know I've said it 100 times already) for getting everything to the meetings on time - I really appreciate it, and if I'm honest, I'm not quite sure how you managed it!"

Brand Manager, TIGI Hair Care Sep 09

The specification of the job included:

- 8pp Booklet x 165 copies across 3 languages
- Large poster size 1000x504mm x 1650 copies across 3 languages
- Showcards x 2 designs x 1650 copies of each across 3 languages
- Postcards x 50,000 off packed into 50's
- Fulfilment - making up a series of individual packs for each regional manager to be presented at launch.

beacon.



colourpoint