



Client

Newland Communities
(a housing developer)

Situation

Newland was looking for a creative packaging concept to promote the use of a new intranet service within their housing development.

Solution

Newland Communities produced an Intranet Guide, and we added a t-shirt with the Newland Communities logo and a mouse pad to accompany the overall package. We suggested they package the guide, the mouse pad and the t-shirt in a printed house shaped corrugated box. The top of the box was printed with the graphics of the housing community along with the promotion's tag line. It was then handed out at a community event to all homeowners.

Results

The response was overwhelmingly positive. This identical program was launched in five other Newland Communities across the nation.



CASE HISTORY

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