

UPM RAFLATAC STICKER BANK

www.upmraflatac.com/stickerbank

Idea 4: Home farm campaign for Kultamuna eggs



Description:

Stickers for egg sales promotion campaign. The campaign included adverts in magazines and on the radio as well as sales promotion in supermarkets. Posters with the 'home farm' picture and instructions on how to collect different animal stickers for the poster were distributed in supermarkets selling Kultamuna eggs. To collect the stickers you had to buy Kultamuna eggs. Each egg carton included stickers of three animals. Buying several cartons made it possible to collect all the animals on the farm.

Raflatac product:

Face material:	Raflacoat
Adhesive:	SP 34 Greentac Plus
Backing paper:	Kraft Special 90
Printing method:	Offset
End-user:	Munakunta, Finland Maija Lahtinen, Marketing Communications Manager
Design:	Advertising Agency Anton Kaufmann Oy, Finland Kirsi Tapani, AD

SLU 03/2005

