

## UPM RAFLATAC STICKER BANK

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### Idea 3: Invitation for direct marketing competition



#### Description:

Invitation for marketing and advertising professionals to enter their most successful and creative works into the 'Direct Marketing Competition 2004' in Finland. A classic-style, nicely bound brochure included all the information about the competition and a sticker page at the end. Potential entrants could remove and fasten a reminder of the entry deadline and celebration party into their own calendars and mark their entry works with printed competition labels. The whole brochure – and also the sticker page – was printed on traditional looking, uncoated and embossed materials to emphasize quality and style.

#### Raflatac product:

Face material: Antique Cream WSA  
Adhesive: SP 34 Greentac Plus  
Backing paper: Kraft Special 90

Printing method: Offset

End-user: Suomen Suoramarkkinointiliitto ry, Finland  
Teemu Ylikoski, Marketing Manager

Design: Advertising agency Tequila/PHS-Group  
Tuija Malinen, Copy  
Tupu Korhonen, AD  
Katariina Köngäs, Production AD  
Leena Nilsson, Production Manager

