

# Chelsea Football Club

## Membership packs

True Blue was a complete revamp of the club's membership package to reflect Chelsea's new aspirations and positions.

In the Blood followed up the success of True Blue and built on it with a membership pack that reflected the fans commitment to the club.

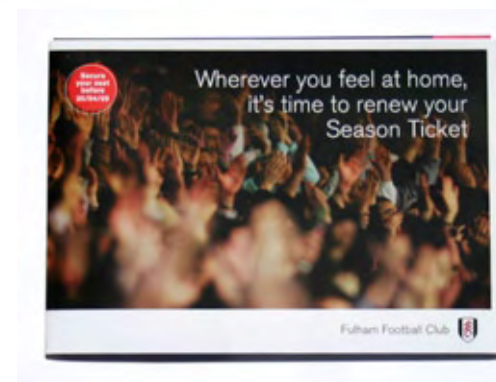


# Fulham FC



## Renewal pack

Fulham Football Club prides itself on doing football right. And Craven Cottage is a unique ground with real character. This pack used both elements to encourage fans to renew their season tickets.







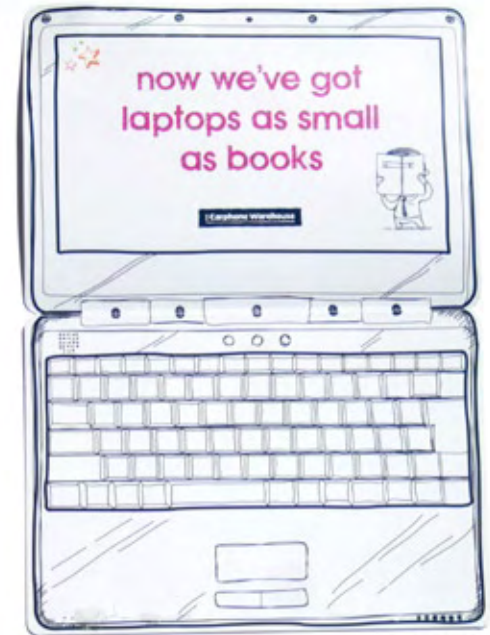
# The Carphone Warehouse

## Laptop DM

The Carphone Warehouse wanted to reposition themselves as providers of innovative laptop solutions without losing their reputation for value and service. This piece built on their heritage to do just that.

## Voucher book

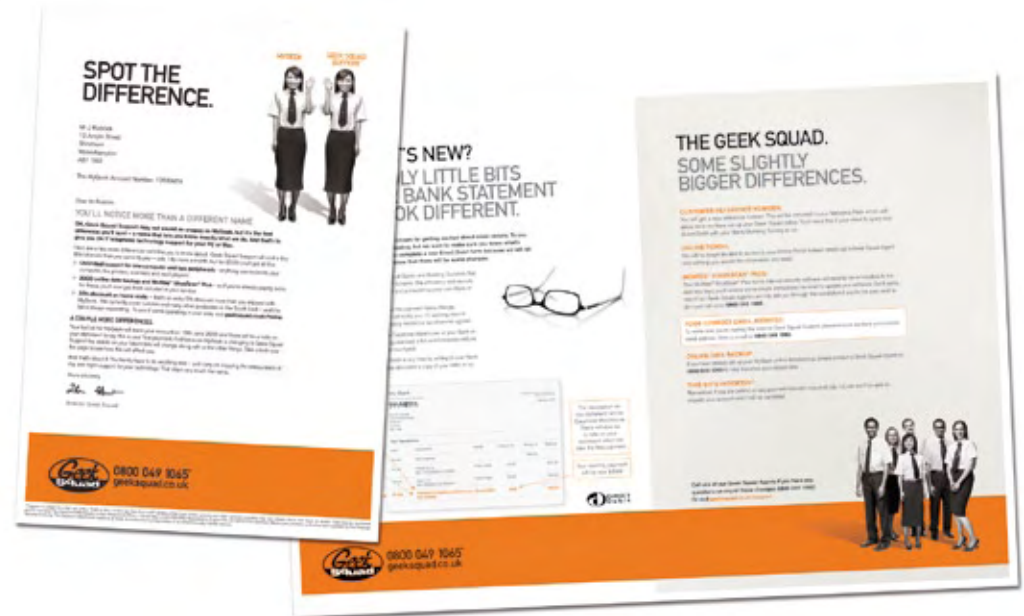
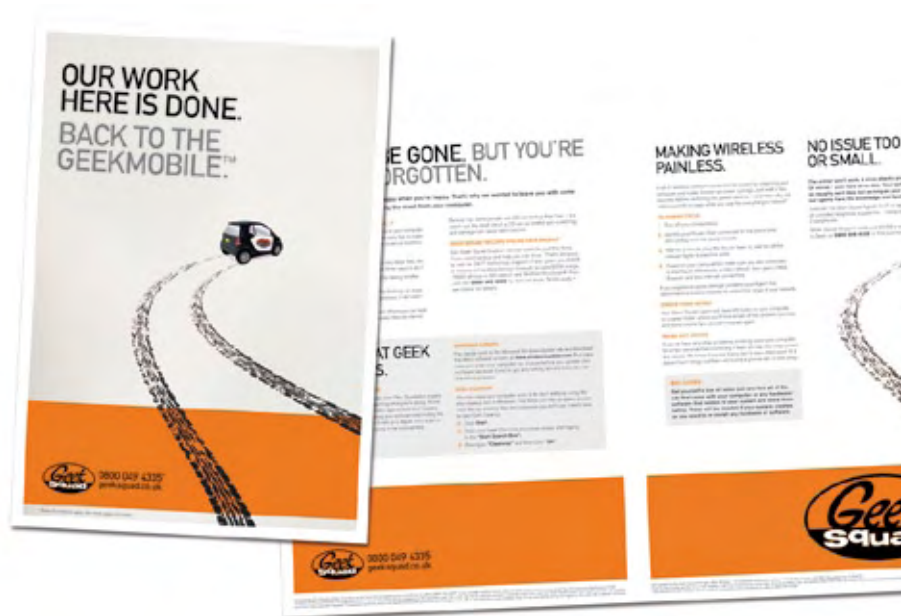
A pack that had to be all things to all customers - highlighting service, value and breadth of offering across mobile, laptops and broadband. The voucher book did it all, making the most of the Carphone's new branding at the same time.



# The Geek Squad

## Posters, DM, leaflets

A great brand with a very individual tone of voice. These techno saviours have got a quirky sense of humour and real pride in the work they do.



# Graphic Inline Printers

A highly personalised DM piece demonstrating the creative possibilities of digital print. The cardboard 'Amazon' outer got past the gatekeeper and the book was tailored not just to the recipient, but to their position, company and industry.





# Sky

I've worked on a variety of customer mailings promoting cross-sell of Sky TV, telephony and broadband products. Many of these are timed to coincide with periods such as Christmas or the summer holidays.



**A special Christmas offer for new Sky customers**

**Sky Movies from as little as £2 a week for 3 months**

Thanks for joining Sky. We'd like to give you this very special offer to say welcome - and to help make Christmas more magical than ever.

Now you have Sky TV you can look forward to a world of wonderful entertainment at your fingertips. And with a Sky Movies Pack half price upgrade for 3 months you can enjoy even more - just in time for Christmas.

- Catch all the latest blockbusters at your leisure any other TV channel with 3 new programmes every week, including The Sunday Film and Sky Documentaries
- The whole family will be able to choose with over 100 different films a week to choose from like Shark The Third and The Ward A.S
- Whether you're looking for comedy or action, it's easy to find films to match your mood with 8 channels dedicated to different types of movies

• Money Christmas comes as a bonus channel when you take the full Sky Movies Pack - the kids will love it

• If you're not Sky™ you can create your own festive film collection of all the movies you want, ready to watch when you want

• All films are shown twice and ad free just as the director intended

If you sign up before 22 December 2008, you can enjoy as many movies as you like from as little as £2 a week for the first 3 months. To find out more about all the fantastic films we've got in store and to take half price Sky Movies, just call 08442 411 737.

**Come home to a half price Sky Movies upgrade this Christmas**

To take advantage of our great 3 months half price upgrade offer call today on **08442 411 737**

sky  
Come home to Sky™ this Christmas



# Yell

## You're the boss

A renewal pack to existing Yell customers encouraging them to continue their listing and to make even more of Yell's products range. The origami theme emphasised that Yell respected what their customers wanted.

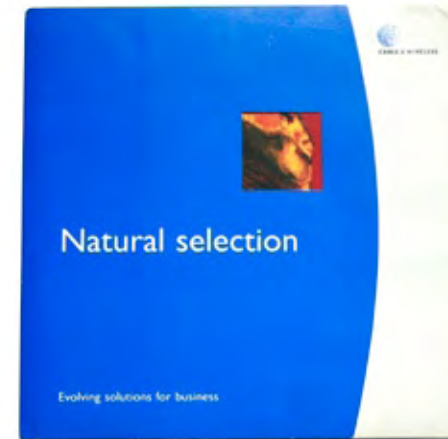




# Cable and Wireless

## Natural Selection

Technology evolves at a rapid rate – and companies need to adapt to ensure they remain competitive. This piece built on this theme to sell C&W's range of LAN and WAN solutions to businesses.



# Betfair

## Three Kings

A Christmas mailing to existing Betfair customers to thank them for their custom and to encourage customer loyalty. The gift of playing cards and the concept of the three kings tied in perfectly with the Christmas message.







# Imodium

## Suitcase

An upset stomach can ruin a holiday. So, this piece was created to remind people about to go on holiday to pack Imodium Instants – an instant solution to the problem.



### Convenient relief from diarrhoea - anytime, anywhere

Whether you're going on holiday to Cornwall, Cornwall or even further afield this summer, you'll want to make the most of your time. Up to 30% of holidaymakers suffer from tummy troubles while on holiday. That's why it makes sense to pack Imodium™ Instants for fast, effective relief anytime, anywhere - so that you and your family can enjoy a carefree holiday.

Convenient, discreet and easy to take, Imodium™ Instants melt on the tongue in seconds - you don't even need water to take them, which means they're perfect for holiday travel. And with your suitcase so full, you've made more room to put a pack of your suitcase this summer.

Some travellers packing this summer with Imodium™ Instants

For further healthy holiday advice visit [www.imodium.com](http://www.imodium.com)

Imodium™ Instants are not effective for healthy adults aged 12 years. Children under 12 should use oral rehydration salts to prevent dehydration during illness.

Write in capitals to receive immediate attention and allow our helpline staff to assist you. Please do not use the form with children under 12 years of age. For emergency use only.	
Name	
Address	
Postcode	
Phone	
Mobile	
E-mail	
When did you last experience diarrhoea?	
How often do you take Imodium Instants?	
How long have you been travelling for?	
Where are you travelling to?	
What is your holiday itinerary?	
What is your holiday budget?	
What is your holiday accommodation?	
What is your holiday departure date?	
What is your holiday return date?	
What is your holiday contact number?	
What is your holiday contact name?	
What is your holiday contact address?	
What is your holiday contact phone number?	
What is your holiday contact email address?	
What is your holiday contact name?	
What is your holiday contact address?	
What is your holiday contact phone number?	
What is your holiday contact email address?	