

ACTIMEL FRUIT FLAVOR LAUNCH IN DUBLIN

- 3D suits manufactured by DITECHNA / March 2006 -

BRIEF

To supply DANONE's agency with 3D suits for sampling campaigns in Ireland. Actimel suits were to generate awareness in the streets of Dublin and back up the launch of a new flavor. DITECHNA had to fulfill the following objectives: 1) Offer an impactful but affordable solution, 2) Respect the Actimel's identity, 3) **Inflatables were to be self contained and run several hours everyday during 4 weeks.** Here is what we came up with:



Suits come with a standard gear carrying batteries & fan.



INDICATIVE BUDGET (based on average costs for similar operations):

Price range = from £800.00 to £1400.00 per unit (negotiable with quantity – VAT Free)

Includes: design, study, production, printing, gear* with fan & batteries, chargers, storage bag, warranty.

*Suggestion: follow the example of this Irish agency, purchase the gear & rent suits to clients. Call us to discuss this idea.

Delivery: 2 to 4 weeks after reception of order & valid artwork.