

ON PRODUCT PUBLISHING

Brand: Event Cycling

Region: France

Packaging: Water pet bottle, 500 ml

Concept: A cycling race consisting of several stages and running over two weeks attracts millions of spectators who line the route to cheer on the competitors. OPP creates a way to distribute much needed refreshment plus an event program.

Content: Competitors profiles and analysis of the race stages together with advertising.

Distribution: Distributed to spectators lining the route the cavalcade ahead of the cyclists.

Objective: Generate revenues for the event by creating a mechanism that allows advertisers to reach the even spectator.



Brand: Skool fuel beverages

Region: United States

Packaging: Enhanced water, Pet bottle 250 ml

Concept: With CSD's being driven out of schools, canteen and beverage companies face a hard sell. OPP creates a product that would appeal to kids by attracting a series of collectable comics to water bottle.

Content: Added to the entertaining kids content are healthy lifestyle messages and collectable stickers to keep kids coming back.

Distribution: Retail through school canteens.

Objective: To produce a non CSD that appeals to children and that promotes health awareness.



Brand: Coca cola light

Region: Belgium – Luxemburg

Packaging: Coca-cola Light, 500 ml pet Contour bottle

Concept: Coca cola light's new campaign is aimed at encouraging young women to see the lighter side of life and feel good. GLAM IT provides many tricks and tips to enjoy life without worries. The existing Belgian magazine and coca cola light created a special edition exclusively for the occasion.

Content: Shopping, fashion, beauty Sex appeal tests, hotspots & Astrology.

Distribution: Immediate consumption channels, sold chilled: grocery, petrol pump, sandwich bar, newspaper shops & at selected accounts.

Objective: As a pillar of new Coca cola light campaign in 2007, the product aims to increase the bond the brand has with its female customers.



Brand: The Biggest loser

Region: Australia

Packaging: Co- Pack 600 ml spring water.



Concept: Australia's channel 10 television is broadcasting a local version of the popular U.S. program to help promote the program. Channel 10 have created a magazine on a bottle using OPP technology and showcasing the participants.

Content: Profiles of the contestants, judges and producers of the show.

Distribution: Promotional sampling in the city.

Objective: Promote the TV show in a different and direct way. High impact marketing.

Brand: iLove

Region: Australia

Packaging: Water, pet bottle, 600 ml



Concept: Use grocery distribution to create a high circulation woman's magazine.

Content: Fashion and gossip magazine.

Distribution: Grocery, news agent and convenience stores nationwide

**WINNER OF BEST OVERALL
CONCEPT AND BEST LABEL**

iLove – Consumer Perception



Brand: Virgin Active

Region: United Kingdom

Packaging: Water pet bottle, 500 ml

Concept: Move Magazine



Content: General articles on health and fitness, promotions and competitions for Virgin Active fitness centres, advertising for other Virgin products.

Distribution: Virgin active fitness cemntres in UK

Objective: Build realtions with the members provide an innovative means of marketing Virgin Active.