



## Case Study #13:

# A CREATIVE CANVAS

IDEAS FOR: Creative Agencies, Event Marketing, Fashion

The team at Creative Consensus Design Group (CCDG) quickly found their clients requesting step-and-repeat designs for a variety of events. Clients were even requesting the detailed patterns to be printed on more than backdrop banners, but promotional items as well. The team was looking to revamp their own promo items, and wanted to showcase the on-trend step-and-repeat design on a cost-effective item with flexible decoration capabilities.

- CCDG was looking for a pen that was both **modern in its design** and **exceptionally smooth** in its writing experience.
- CCDG required a **colorful, large wraparound imprint area** to act as a mini canvas for their designs.
- Due to their portability, and everyday-use value, CCDG left handfuls of the pens at every client meeting to **maximize their brand exposure**.



Full Color 360° Imprint Area: 4.127"x1.207"

More than 8 out of 10 respondents remembered the advertisers of the promotional item received!<sup>1</sup>

1. ASI Impressions Study, 2008.