

# Pioneer Europe / Benelux

## Promotional materials & packaging design



### Expressing pure in-store promotion

We've supported Pioneer Europe for many years with their marketing communications and in-store promotion, at many levels. Whether a specific item is needed or a full-fledged in-store campaign, our team is always on the lookout for the most creative and cost-efficient methods to obtain powerful sales tools.

Because we can take care of the total process, efficiency and consistency within and across projects are assured. We develop a completely new concept

or start from an existing campaign; and we handle the design, artwork, photography, copywriting, translations, repro, printing and finishing. Our design and production experts create targeted materials that meet Pioneer's promotional goals: from product packaging, posters, shelf displays and attention grabbers; to the concept, design and production of total in-store promotional campaigns.

To promote the Pioneer PDX-Z9 in combination with extra speakers, we designed the Pure Audio campaign for Pioneer Benelux: product packaging, product attention grabber and advertising, with a lead to their website. This sales promotion for the Netherlands and Belgium created awareness of this superb audio product and its finely tuned benefits.

Recently for Pioneer Europe, we developed a campaign for micro systems: compact CD audio units with iPod docking stations. We helped Pioneer bring this increasingly popular product category to the market by creating print advertisements and in-store shelf displays to attract the attention of the young target audience, while explaining the product features.

Year after year, we have designed eye-catching product packaging for a series of Pioneer audiovisual products. Not only do the boxes explain the benefits and features of Pioneer's high-quality AV products, they create maximum impact at the store level.

With our all-around, yet detailed, approach we've got all the promotional bases covered – creative, effective and streamlined production processes – within a tight budget and with high-quality finished results.

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### What we've done:

Concept, design and production of Pioneer Europe micro system campaign, including print advertisements and in-store shelf displays. Concept, design and production of Pioneer Benelux Pure Audio campaign, including product packaging, print advertisements and in-store shelf displays. Design and production of Pioneer Europe audiovisual system product packaging (5-10 per year).



### Our quality services:

- Account management
- Colour management
- Art direction and content development
- Artwork and repro production
- Multilingual content management
- Print run assistance & supervision
- Quality, budget and planning control

