



## Room-A-Day Giveaway Promotional Event

Kimberly-Clark partnered with ABC-TV's *The View* for its second Room-A-Day promotion. Prizes included sixteen individual \$25,000 prizes intended for room renovation projects, plus hundreds of vouchers for Kimberly-Clark products. Point-of-purchase header cards and tear-off entry pads coordinated with TV, radio and online advertising, effectively communicating the promotion in retail environments.



### Challenges

- Adapting initial design art in order to optimally coordinate retail designs with other promotional communications
- Reworking art to fit point-of-purchase display dies for all participating products, maintaining consistency in communications without compromising brand integrity

### Results

- Coordinated details from adaptation through final art, working closely with client, separator and printer
- Provided 3-D illustrations of displays holding product, for use in sales and marketing materials
- In-store promotions were fully integrated with print, online and TV advertising, and sixteen daily prizes sustained the momentum of the message that Kimberly-Clark products enhance family well-being

Strategic  
Creative  
That  
Connects

#### Directions

Marketing+Packaging  
600 South Commercial Street  
Neenah, WI 54956  
P: 920.725.4848 F: 920.725.9359  
directions.com

Directions is an integrated marketing communications and packaging agency with more than 50 years of experience in connecting clients' brands with their customers. To learn more and explore how Directions can help your business connect, contact Kay Halbrook at [khalbrook@directions.com](mailto:khalbrook@directions.com).

©2009 Directions Inc. All rights protected and reserved.

CS-B2B-004-09