



Case Study: SCA Tissue

Integrated Marketing

SCA Tissue provides high-quality, away-from-home washroom, tabletop and wiper products to the foodservice, office building, industrial and healthcare and markets.



- DIRECT MAIL
- E-MAIL
- COLLATERAL
- ADVERTISING
- BOOTH DESIGN
- TRADE COMMUNICATIONS
- VIDEO
- WEB SITE
- PUBLIC RELATIONS

Results

To launch its innovative new Tork Xpressnap® Tabletop napkin dispenser, the Directions and SCA Tissue team developed an integrated campaign that included direct response, sales collateral materials, trade advertising, a video, sales presentations and distributor communications. The campaign was kicked off at the company's largest annual trade show, ISSA.

Strategic
Creative
That
Connects

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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.

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