

## Direct Mailer



**The Idea:** Recruit 16,000 business clients into the BMW Club. The Magic Card 160's high-end finish creates a sense of exclusivity and appeals to recipients who read the text. To increase chances that clients signup, a sweepstake contest allows them to win prizes when signing, thanks to a unique variable code printed on each card's cover.

**Industry:** Automotive

**Market:** Italy

**Qty:** 16,000



# Sales Aid

**The Idea:** A Sale Aid used by UBS's account managers to propose their credit card in a non-direct and more effective way. First presented as a game, the Magic card 160's playful and engaging qualities then drive client's interest, and makes it more likely to ask about the card, and drive conversion.

**Industry:** Finance

**Market:** Germany

**Qty:** 4,500



# Tradeshaw Giveaway

The Idea: A simple giveaway for showcasing AMD's graphics processors and given out to tradeshow visitors

Industry: IT

Market: UAE



## Company Presentation/ Augmented Reality

**The idea:** An eye-catching and durable giveaway showcasing Fractal Design's range. The brand additionally used a downloadable Augmented Reality app to project 3D simulations of their key products over the Magic Card 160's cover

**Industry:** IT

**Market:** Worldwide

**Qty:** 3,000



# Greeting Card

**The Idea:** Implicitly communicate about the agency's creativity with a memorable and engaging Xmas greeting card sent to their clients.

**Industry:** Advertising/ Agency

**Market:** Nigeria

**Qty:** 300

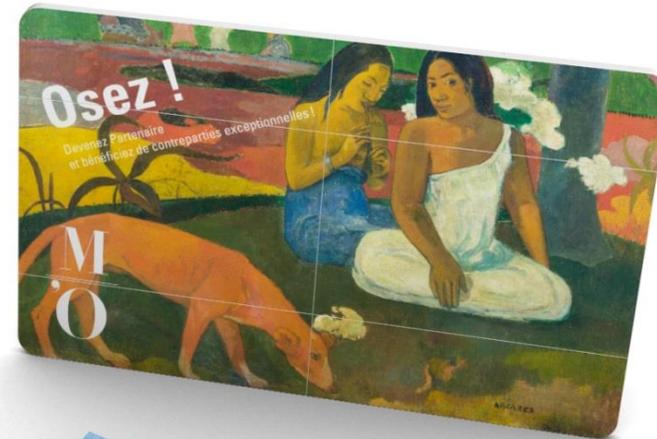


## Sales Tool - Fundraising

The Idea: A sales tool used during events to raise awareness on the museum's reliance on fundraising and secure new sponsors

Industry: **Tourism/Museum**

Market: France



## Calendar & Showcase

**The Idea:** A creative calendar given to parents, and showcasing Longman's product for children in primary school

**Industry:** Education

**Market:** HK

**Qty:** 500



# Company Presentation

**The idea:** Provide clients with a high-end corporate presentation of Caidao Wealth and its services. Used during meetings. The weight, thickness and matt finishing work together to generate high-perception value.

**Industry:** Finance

**Market:** HK



# Direct Mailer

**The Idea:** Part of a direct mailing campaign (the card fits a regular envelope) sent to recruit existing network subscribers to Fox's sport offering.

**Industry:** TV/Entertainment

**Market:** Chile

**Qty:** 3,000



## Visiting card

**The Idea:** A creative business card given to clients at a business event.

**Industry:** Consulting

**Market:** France



# Service Showcase

The idea: Present KPMG's restructuring services to prospective clients. Also serves as a Sales aid tool during client meetings.

Industry: **Consulting**

Market: Belgium



## Product Presentation

**The Idea:** Part of a kit used to recruit corporate account on Pluralsight's e-learning platform. The creativity of Magic Card 160 surprises and gives a strong impression of the brand and stimulates the recipient's interest/curiosity about the rest the marketing material.

**Industry:** IT/Software

**Market:** USA



# Treatment Educational Tool

The Idea: Part of a campaign to build awareness about Genzyme's MS treatment in Canada. Given out to patients.

Industry: **Pharmaceutical**

Market: Canada

Qty: 3,500

**THROUGH THE YEARS: GENZYME CLINICAL DEVELOPMENTS**

1984	2001 and 2006	2010	2012	2014
First enzyme replacement therapy for type 1 Gaucher disease	Enzyme replacement therapy using recombinant proteins for Fabry disease and Pompe disease	First adjuvant therapy for thyroid cancer	FDA and EU wide marketing authorization applications for 2 new medications indicated in the treatment of MS	Two innovative MS solutions available in Canada

For more information, please visit us at [www.genzyme.ca](http://www.genzyme.ca) or [www.genights.ca](http://www.genights.ca).

**AT GENZYME, WE'RE ACCEPTING THE CHALLENGE OF MS**

A focus on MS – one area of significant unmet medical need where our experts have focused their attention is multiple sclerosis (MS). Through diligent work and boundless passion, we are delivering new approaches for confronting MS now and in the future.

We are steadfast in our commitment to the MS community, and we're not backing down. Because in the fight against MS, we're all in this together. And we're not backing down.

**GENZYME: A PATIENT FOCUSED COMMITMENT**

Trailblazing spirit – for over 30 years, Genzyme has pioneered life-changing therapies and individualized support programs for patients with rare and debilitating diseases. We work to address unmet medical needs and provide hope where there was none before.

Providing innovative solutions to the MS community

A commitment to answering unmet needs in MS

Challenge accepted

genzyme  
A SANOFI COMPANY

Multiple sclerosis is not just a disease — it's a challenge

接受挑战

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Defi accepté

Challenge accepted

Delivering new approaches for confronting MS

genzyme  
A SANOFI COMPANY

# Educational Tool

**The Idea:** Boost the retention of the key learnings seen in a manger training, by providing a “cheat sheet” of all points seen with the trainer.

**Industry:** Pharmaceutical

**Market:** UAE

**Qty:** 1000

