

DOROTHY PERKINS

AVON

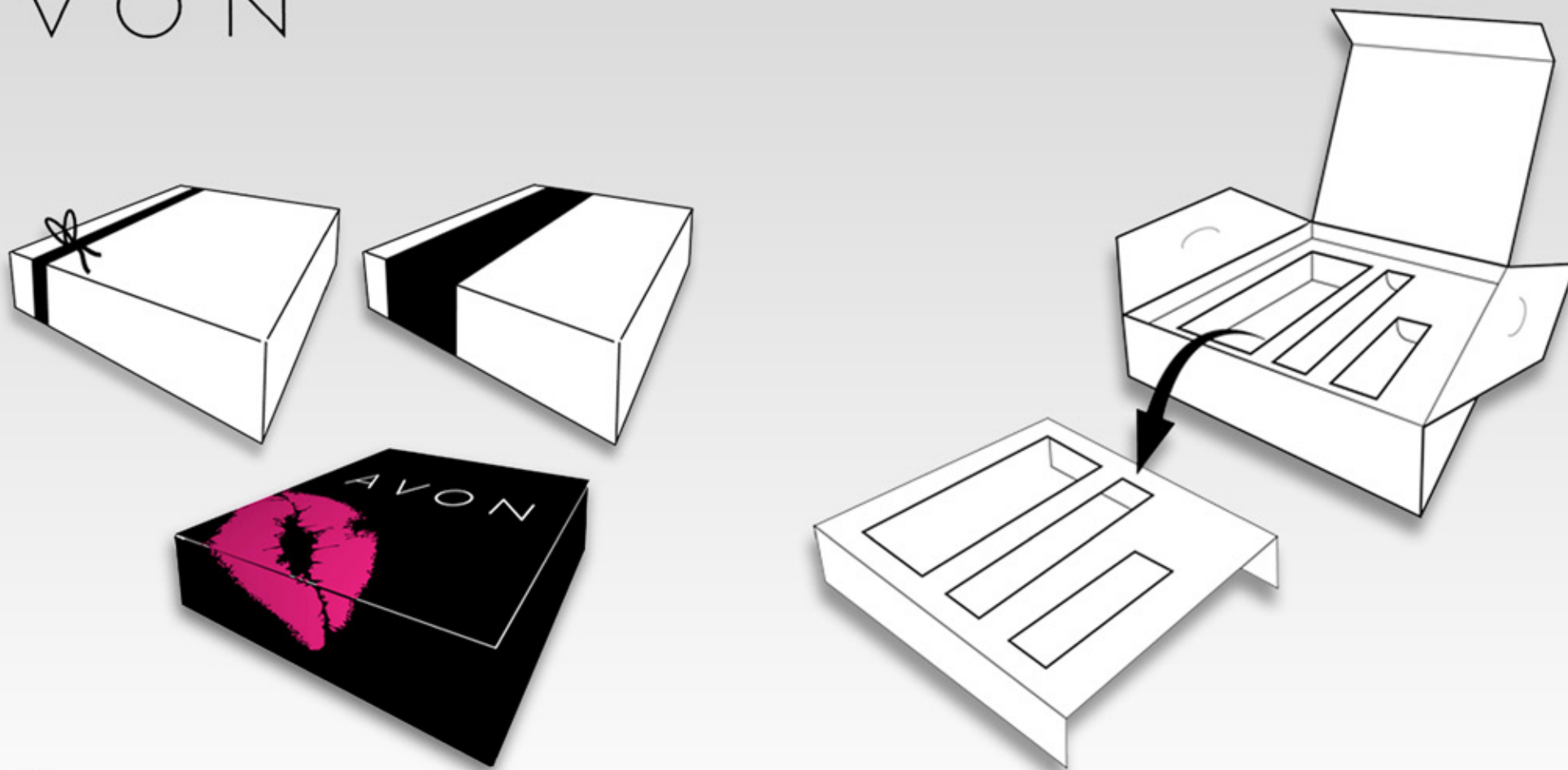
Case Study

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Challenge:

Having worked with Avon for a number of years, they recently set us a new challenge. The brief was simple; to design, produce and fulfil 5000 top of the range boxes, to hold their new 'Revitalise range'. This range consisted of Lipstick, Mascara, and Face Cream which needed to be presented to the top 5000 Avon customers.



Solution:

The Sourcerers in-house design team created 3 concepts for the box design and presented these back to Avon, where one design was successful without change. Having had the approval on the box, we moved on to planning the logistics. With 15,000 products being delivered and fulfilled in-house it was imperative that our bespoke designed boxes were delivered on time, in order for us to fulfil the order and successfully deliver the goods on time.

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5000 BOXES FULFILLED IN HOUSE... AND DELIVERED



Results:

After fulfilment, the boxes were shrink-wrapped and delivered to various sites, on time and on budget. This campaign was a huge success from start to finish, further enhancing the relationship between the two companies and also confirming The Sourcerers ability to offer a wide range of services effectively.



the sourcerers
Switched on Marketing

Thank you for your time

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